

**ROME**  
OCT 19 - 23  
**2017**



**MATCHING EXCELLENCE**

MERCATO INTERNAZIONALE AUDIOVISIVO

**CINEMA TV DOC**



## MIA 2017

MIA Market is back with its 3<sup>rd</sup> edition in Rome, October 19<sup>th</sup> to 23<sup>rd</sup>.

The finest destination for the world-wide industry leaders to empower networking, make business and share expertise.

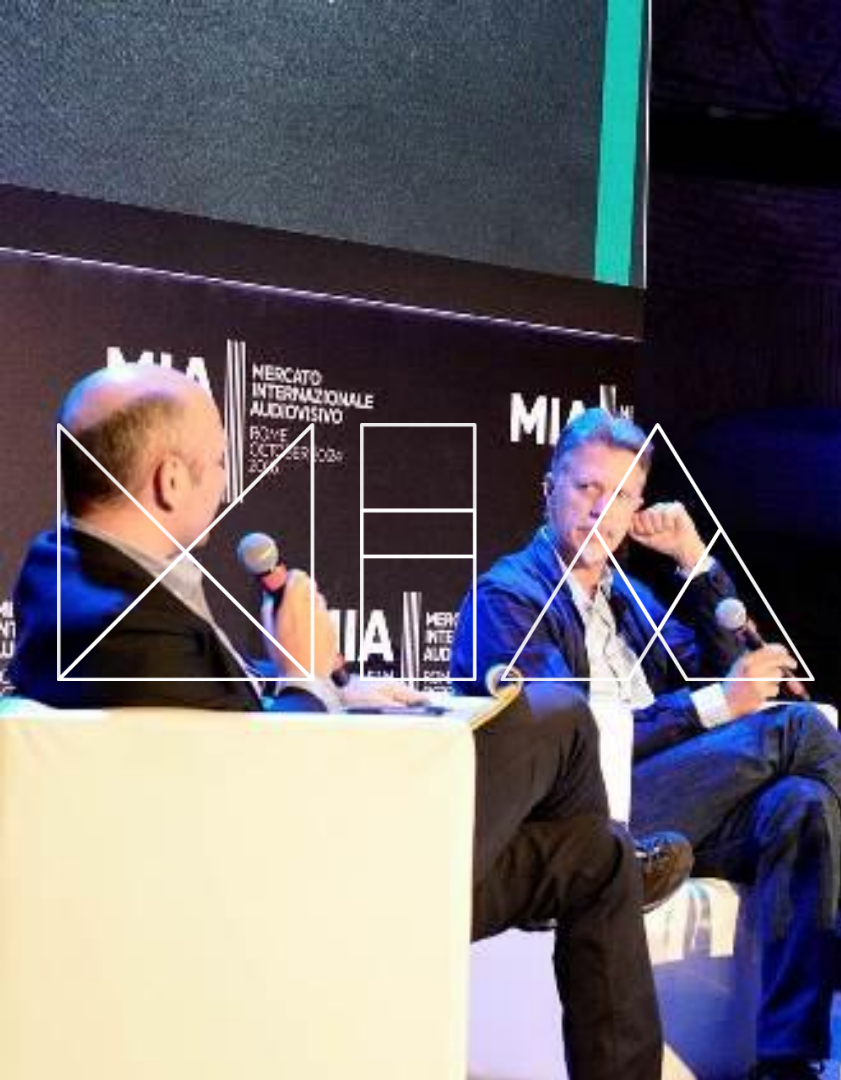
MIA is a unique content market conceived for the global industry, with three main strands: MIA|CINEMA, MIA|TV, MIA|DOC.

Stay social and recharge your business, immersed in the vibrant Italian culture.



## MIA IS AN EXCLUSIVE GATHERING WHERE TO FIND:

- International Projects Co-Production & Pitching Forum: film, drama series, doc&factual
- Film Sales platform: 2018 line up presentations, market screenings, exclusive meeting lounges for buyers and sales agents
- What's next Cinema, and selection of the best Italian TV Upfronts
- Panels, keynotes and master classes



## **IF YOU ARE**

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- A visionary producer of premium content, proposing and scouting for new ideas and partners
- A cutting edge international distributor offering valuable products
- An eager commissioner and/or buyer of fresh upcoming titles
- A market leader who envisions the next trends and business models

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## **MIA IS THE PLACE TO BE**



## A NEW LOCATION

We are happy to present our new locations in the very center of Rome: all MIA activities will be held in the Piazza Barberini area, from the beautiful Barberini Palace (home to the National Gallery of Ancient Art) to the Hotel Bernini Bristol and nearby Multiplex Barberini right across the square.



# PIANO EDITORIALE E ATTIVITA'

## MATCHMAKING HUB

Exclusive meeting lounges | Digital tools

## FOCUS ITALY

Find out why Italy is the place to be for new business partners

### CINEMA

CO-PRODUCTION MARKET & PITCHING FORUM  
Public presentation & pre-scheduled meeting agendas

WHAT'S NEXT ITALY

Market Screenings and 2018 Line up presentations

Talks

### TV

CO-PRODUCTION MARKET & PITCHING FORUM  
Public presentation & pre-scheduled meeting agendas

TV UPFRONT

VIP guests special programs, presentations, networking events

Talks

### DOC

CO-PRODUCTION MARKET & PITCHING FORUM  
Public presentation & pre-scheduled meeting agendas

WHO'S WHO ITALY

Meet the commissioners, networking events

Talks



Special programs/Special Events  
Kids&Teens and Animation program



# MIA CO- PRODUCTION MARKET AND PITCHING FORUM

A selection of premium projects for Film, Drama Series and Factual will be presented to a chosen audience of Cinema and TV top pros. Projects will be publicly pitched in specific sessions and B2B pre-scheduled meeting agendas will be set for all Co-Production participants (projects and pros) prior and during the event, according to every interest and request.

## Co-production FILM

Devoted to up to 15 long feature film co-production projects in development stage.  
European projects will be competing for the Eurimages Development Award of 20.000.  
All countries admitted.

## Co-production DRAMA SERIES

Devoted to up to 15 drama series projects in development looking for co-production and financing partners.  
All countries admitted.

## Co-production FACTUAL

Devoted to 8 documentary projects focusing on investigative journalism, current affairs and human interest stories.  
Main producer must be based in Italy.

### How to participate without a project?

Experienced producers and financiers who are looking for projects to co-produce, not presenting their own projects, can directly contact us for more details on the registration requirements.  
All participants must be accredited to request one-on-one meetings.

contact us at [info@miamarket.it](mailto:info@miamarket.it)



## MIA | Cinema screenings

MIA Cinema is the perfect place for exporting films and for co-productions, where European and international film industry and films are front and centre.

All MIA accredited sales agents and films rights owners are offered the opportunity to book screenings open to all registered participants

The market screenings guidelines, costs and film entry forms will be available online starting July 2017, please check at [www.miamarket.it](http://www.miamarket.it) for further information.



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Production: Revok with F  
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## MIA|Cinema What's Next Italy

Not only a place where latest productions are screened: with WHAT'S NEXT ITALY, Mia|Cinema becomes a launchpad for highlighting upcoming Italian titles – in development/post-production – introduced to the attending buyers by their directors and sales agents.

For further info: [mia.cinema@miamarket.it](mailto:mia.cinema@miamarket.it)



## MIA| TV PRESENTATION

MIA TV is a focused TV industry hub that aims to encourage International TV Players to produce and co-produce with Italy through information and coaching about the excellences of the Italian TV production activities.

The Golden Age of the Italian TV industry will be shown as a SYSTEM, allocating exceptional subsidies, stunning and various locations, worldwide recognized Production Companies, worldwide awards winner talents and crew, in a context of unique beauty.



## MIA|TV PROGRAM

MIA|TV main activities will be focused on the second edition of the DRAMA SERIES PITCHING FORUM designed to find the right financial partners through co-production deals. The projects will be chosen by a selected Board.

MIA|TV will showcase the best new TV series produced in Italy presented during the ITALIAN TV UPFRONTS.

ONE-TO-ONE PRE-SCHEDULED MEETINGS will be set up prior and during the event in order to find the right partner for your new series

For further info: [mia.tv@miamarket.it](mailto:mia.tv@miamarket.it)





## MIA|DOC The boutique market for Doc&Factual

**MIA|DOC** intends to be a **selective and efficient platform supporting the international co-production and distribution of documentaries and factual television.**

The moderate dimension and the strong editorial line make **MIA|DOC** a **boutique market** where you will be able to strengthen your business relationships with the international strategical operators in the field.

**MIA|DOC** is also a place for inspiration, knowledge and information: a **think tank** where professionals can exchange thoughts and business models and draw inspiration from the latest trends.

This year MIADOC will have its editorial focus on **Investigative journalism, Current affairs and Human Interest** stories both for its Pitching Forum and Inspirational panels and talks.



## MIA|DOC – Co-production & Pitching Forum

8 projects with a main Italian producer (one-off or serial) are selected by the MIA|DOC's International Board to be presented to an international audience of excellence composed of commissioning editors, international distributors and leading foreign producers.

The **MIA|DOC Co-production & Pitching Forum** provides several formal and informal matchmaking tools with Italian and international decision-makers to maximize co-production opportunities: a **public pitching session**, **one-to-one pre-scheduled meetings** based on common interests, **speed dating**, **B2B**.





## MIA|DOC – Talks

MIA|DOC is also a think tank and place of inspiration and access to the new trends on international documentary market.

Through high-level **talks, panels and presentations**, participants will have the opportunity to enhance their know-how and find new ideas for their current and future projects.

This year **MIADOC** will also focus on two strategic coproduction countries such as **France and Germany** to learn more how to work with them.

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CINEMA  
PER ROMA**