

- ANIMATION
- DOC&FACTUAL
- DRAMA
- FILM

ROME
OCTOBER 11 ▸ 15
2022

MIA | INTERNATIONAL AUDIOVISUAL MARKET
EDITION #8

ROME, ITALY OCTOBER 11-15 2022

THE MOST IMPORTANT ITALIAN INDUSTRY EVENT
AND KEY MOMENT ON THE INTERNATIONAL AGENDA
OF APPOINTMENTS DEDICATED TO AUDIOVISUAL PROFESSIONALS

More than 500 projects submitted from audiovisual companies from all over the world.
More than 70 panels and several Awards from important international partners.
A new section for Animation and new IPs from the world of comics.
The new B2B Exchange Program supporting the Ukrainian audiovisual industry

Among international and italian guests:
Erik Barmack (Wild Sheep Content), Oliver Jones (AppleTV+), Adam Lewinson (TUBI), Ted Miller (CAA), Andrea Scrosati (Fremantle), Maren Olson (30West), Sandra Stern (Lionsgate Television Group), Frédéric Fiore (Logical Pictures), Felicity Morris (The Tinder Swindler), Larry Tanz (Netflix), Femke Wolting (Submarine), Susan Zirinsky (See IT Now Studios), Stephan Marchi (N9ne Studio), Carole Baraton (Charades), Cécile Gaget (Wild Bunch), Rocío Jadue (Fabula Pictures).

New projects by: Dario Argento, Francesca Archibugi, Enrico Maria Artale con Edoardo Pesce, Giuseppe Battiston, Egidio Eronico, Alex Infascelli, Nicola Lagioia, Davide Marengo and Giuseppe Bonito, Lyda Patitucci with Isabella Ragonese, Andrea Arcangeli and Tommaso Ragno, Marco Risi, Sydney Sibilia, Giorgio Scorza and Davide Rosio, Anita Rivaroli.

Rome, October 6th – **MIA | International Audiovisual Market** directed by **Gaia Tridente**, presents the program of its **8th edition**, which will take place in **Rome from 11 to 15 October 2022** at **Palazzo Barberini** and **Cinema Barberini.**

MIA
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MIA, born in 2015 thanks to **ANICA** (Italian Association of Film, Audiovisual and Digital Industries), chaired by **Francesco Rutelli** and **APA** (Audiovisual Producers Association) chaired by **Giancarlo Leone** is today the most important industry event in Italy and has fully entered the international agenda of events dedicated to audiovisual professionals who recognize its peculiarity as a marketplace conceived with editorial care.

MIA has the support of institutions such as the **Ministry of Foreign Affairs and International Cooperation, ITA-Italian Trade Agency, the Ministry of Culture, the Ministry of Economic Development** and **Lazio Region**. Moreover, MIA is also supported by the official sponsor **Unicredit** and by **Fastweb**, technology partner. MIA 2022 for the first time enjoys the patronage of **Eurimages**, the cultural support fund of the Council of Europe.

The market offers an extensive program with specific activities for pillar of content, with dedicated **pitching forums**, **showcases**, targeted **networking** activities and a rich program of **conferences** covering the most relevant topics of the audiovisual industry. **The number of participants is growing**, with a **+12% of subscriptions** compared to past editions, increased international accreditations and **projects received by the co-production market : this year the record number of more than 500 titles** from **65 countries around the world has been achieved.**

A large participation of **international top-players** is expected, including the major platforms (**Amazon, AppleTV+, Netflix, Paramount+, Tubi**) and an ensemble of producers, authors, distributors, agents, studios that will participate in a rich programme of activities aimed at supporting international co-productions, the circulation of works and talent.

This year's edition of MIA brings exciting novelties, such as a brand new section dedicated to **Animation** along the already existing editorial ones dedicated to **Doc&Factual**, **Drama** and **Film.** Among the new features of MIA 2022 is the **B2B Exchange**, an initiative to support the **Ukrainian audiovisual industry**, the partnership with **COMICON** for the identification of new content from the world of comics that could become audiovisual productions.

The **MIA Digital platform** will be active also this year to allow registered professionals to access all sessions live and on-demand also remotely.

CONTENT SHOWCASE

Also this year, the MIA content showcases with the **C EU SOON**, **GREENLit, Italian Animation Showcase**, **Italians DOC it Better, Italian Factual Showcase** and **What's Next Italy** sections will present previews of the most eagerly awaited and interesting titles of the coming season.

These are the **6 films** that will be presented as part of **C EU SOON:** ***A sad and vulgar loner*** (Un vulgar y triste) by Efthymia Zymvragaki, Spain; ***Clara*** by Sabin Dorohoi, Romania/Germany; ***On the way to war*** (Pe urmele razboiului) by Viorica Tataru, Moldova/Ukraine; ***Once we were pitmen*** (Wir waren kumpel) by Christian Johannes Koch and Jonas Matauschek, Switzerland/Germany; ***Field*** by Lasha Tskvitinidze, Georgia/France, crime/drama; ***Matria*** by Álvaro Gago, Spain.

GREENLit, the glossy event of the Drama section, is back, presenting an international preview of the most awaited Italian scripted titles of the coming season. ***La Storia***, a TV series based on Elsa Morante's masterpiece, tells the story of the unforgettable Ida Ramundo and her two sons - Nino and Useppe - in 1940s Rome in the midst of the world war. The series, with strong female traits, will be directed by **Francesca Archibugi** (*Il colibrì*) and produced by Picomedia and Thalie Images in collaboration with Rai Fiction. The crime-thriller ***Brennero*** (international title *Pale Mountains*), follows the investigations of Italian Police Inspector Paolo Costa and German PM Eva Kofler on the trail

of a dangerous serial killer, reawakening ancient political and cultural tensions in the city of Bolzano. The series is a Rai Fiction-Cross Productions co-production directed by **Davide Marengo** (*Il Cacciatore*) together with **Giuseppe Bonito** (*L'Arminuta*). Sky Studios presents a seriesabout the vicious motiveless murder of Luca Varani, which took place in March 2016 in Rome committed by Manuel Foffo and Marco Prato - one of the most shocking crime cases in recent years. Currently in development, this Sky Original series ***La città dei vivi*** (working title) is a Sky production with CinemaUndici and Lungta Film, based on the novel of the same name by Nicola Lagioia, a recent literary case by the Strega prize-winning writer and director of the Turin International Book Fair, which reconstructs and analyzes the case. An investigation into human nature, responsibility and guilt, the instinct of overpowering and free will. It will be presented also the Sky Original dramedy series produced by Sky and Groenlandia, ***Hanno ucciso l'uomo ragno-La vera storia degli 883*** (working title) directed by **Sydney Sibilia**, in his debut as director of a TV series. Written by Sydney Sibilia, Chiara Laudani, Francesco Agostini and Giorgio Nerone, the series is inspired by the true story of Max Pezzali and Mauro Repetto, who gave life to a project - the 883 - that has become a true national and generational Italian musical phenomenon.

For the **Animation** division, the **Italian Animation Showcase**, an event dedicated to the Italian animation industry, presenting the most expected titles of Italian productions, dedicated to feature films, TV series and specials will be presented. The selected titles, four series and three feature films, are: ***Klincus*** (ShowLab; Fabrique d'Image; Telegael; RaiKids; ZDFStudio); ***Baby Puffins & Bunny*** (Iervolino & Lady Bacardi Entertainment); ***The Sound Collector*** (Enanimation; Eagle vs Bat with RaiKids - ITV); ***Mini Pet Pals & Mini Dinos*** (Gruppo Alcuni; RaiKids); ***Bartali's Bicycle***, by Enrico Paolantonio, (Lynx Multimedia Factory, Toonz Entertainment, Telegael, Rai Kids); ***Linda Veut du poulet,*** by Chiara Malta and Sébastien Laudenbach (Dolce Vita Films, Palosanto Films, Miyu Production); ***Copperbeak*** (Movimenti Production-company of the Banijay group, IdeaCinema, Rai Kids).

The DOC & Factual division will present the projects selected for **Italians Doc it Better**, the showcase of Italian documentaries completed in the last year and not yet distributed abroad. These are the selected titles. ***L'estate di Joe, Liz e Richard*** by Sergio Naitza (Karel società cooperativa); ***A.P. Giannini- Bank to the Future*** by Valentina Signorelli and Cecilia Zoppelletto (Daitona srl and Preston Witman Productions); ***Amate sponde*** by Egidio Eronico (Schicchera production); ***Aiutami a fare da solo. L'idea Montessori*** by Maurizio Sciarra (Le Talee); ***Nel nome di Gerry Conlon*** by Lorenzo Moscia (Nightswim); ***Kill me if you can*** by Alex Infascelli (Fremantlemedia Italia); ***La scelta di Maria*** by Francesco Micciché (Anele); ***Lotta Continua*** by Tony Saccucci (Publispei); ***Margherita. La voce delle stelle*** by Samuele Rossi (RAI Documentari and Minerva Pictures Group); ***Sarura*** by Nicola Zambelli (SMK Videocrew); ***Le ultime parole del boss*** by Raffaele Brunetti (B&B Film); ***Il tempo dei giganti*** by Lorenzo Conte and Davide Barletti (Dinamo Film). For the factual area, on the other hand, the **Italian Factual Showcase** selection will present some of the best formats made in Italy in the last year, together with original unreleased formats. These are the selected titles: ***Falegnami ad alta quota*** by Katia Bernardi, Davide Valentini (EiE film); ***Re-Born*** by Daniele Cantalupo and Simone Cutri (Visionaria Film Srl); ***The Clan of Classics*** by Fabrizio Razza (Filmmaster Productions).

For the Film Division, the appointment with **What's Next Italy**, the work-in-progress program dedicated to the most recent Italian films, is back. International buyers will have the opportunity to preview trailers or scenes of the films presented by the directors, producers and distributors. The selection features three first and two second works and reflects the vitality and production capacity of Italian cinema. Alongside well-known directors, there are debuts and confirmations of young talents. After having directed several episodes of the Netflix Italian series *Curon*, **Lyda Patitucci** presents her first feature film direction with ***Come pecore in mezzo ai lupi***, an action movie about two siblings, now strangers, involved in a robbery, one as an undercover agent, the other as a member of the gang; among the performers are **Isabella Ragonese, Andrea Arcangeli** and **Tommaso Ragno**. ***Patagonia*** is the feature debut of **Simone Bozzelli**, already the author of short films selected at international festivals and of the video *I wanna be your slave* by Måneskin, who is working on both his first long feature and his first series as director.

Giuseppe Battiston, making his directorial debut with ***Io vivo altrove***, freely inspired by *Bouvard et Pécuchet* by Gustave Flaubert, co-written with Marco Pettenello, tells the story of a friendship between two strangers. **Enrico Maria Artale** is in his second long feature in ***El Paraíso***, about the relationship between a Colombian woman and her son (played by **Edoardo Pesce**). A group of teenagers in revolt, locked up in a rehabilitation clinic for young people from wealthy families, is at the center of ***Rossosperanza***, **Annarita Zambrano**'s second feature. With ***Superluna***, **Federico Bondi** takes us to a small town just hit by an earthquake. **Marco Risi** returns behind the camera with ***Il punto di rugiada***, a story of redemption of two young scoundrels sentenced to community service. The performers include great protagonists of Italian theater such as Eros Pagni, Massimo De Francovich and Luigi Diberti.

OFFICIAL PROGRAM MIA 2022

These are the panels of the MIA's five-days program.

The **Animation section** will present ***Defining The World Markets*** on animation production in Africa with Mounia Aram (Founder & Distributor at Mounia Aram Company, France/Africa), Sithembiso Mpehle (Executive Producer at Tshimologong, South Africa) and Francis Y. Brown (Founder and Creative Director at AnimaxFYB, Ghana). The panel ***Working as Partners*** will discuss models and strategies for creating a successful co-production with Virve Schroderus (YLE Head of Children content, Finland), Marie-Claude Beauchamp (CarpeDiem/PinkParrot/BlueDog Medias, Canada), Kristel Tõldsepp (Head of Studio and Producer at AFilm, Estonia). The ***Money & Soul*** panel will feature the executives of the major European networks in a discussion involving Luca Milano (Head of RAI Ragazzi, Italy), Pierre Siracusa (France TV, France), Arne Lohmann (VP Junior at ZDF Studios, Germany) and Yago Fandino (Head of TVE-ClanTV, Spain). In the meeting ***The Art of Releasing Contents*** Simon Crowe (Founder & CEO of SC Distribution Intl, UK) and Julien Borde (Executive VP of Animation Contents Mediawan, France) will discuss "global vs. local" in animation content production and distribution strategies. As the needs of broadcasters and platforms increase, the business-to-consumer market is becoming increasingly competitive, opening up new opportunities. Some of Italy's leading production companies and broadcasters will discuss an Italian industry ecosystem dedicated to animation and live action content that is constantly changing and expanding in the panel ***New Models and Scenarios for the Italian Industry.*** Speakers will be the *commissioners* Luca Milano (Rai Ragazzi) and Massimo Bruno (DeAgostini), with producers Alfio Bastiancich (ShowLab), Pedro Citaristi (Red Monk), Simona Ercolani (Stand By Me), Marco Griffoni (Palomar), Giorgio Scorza (Movimenti Production-company of the Banijay group) and Francesco Manfio (Gruppo Alcuni).

The **Doc&Factual section** will have a special focus on local stories for global audiences in meetings such as the one with **Carlotta Rossi Spencer** of Banijay. There will be discussions on how to tell about real **anti-heroes**, **sports documentaries** and film-making in war zones in ***Film-making within a war*** dedicated to Ukraine. The panel ***The Tinder Swindler: Case Study*** will present one of the most successful documentaries of recent months with its director Felicity Morris (*Don't Fuck with Cats*) and Joel Zimmer (President AGC Unwritten, AGC Studios). The panel ***Archives, market and free access: value, cost and social use of audiovisual heritage*** will analyze the archive repertoires that have become increasingly central to the production of documentaries and series, with Enrico Bufalini (Director of theatrical release, documentary production and Managing of the historic LUCE Archive - Cinecittà S. p.A.), Carlotta Ca' Zorzi (Head of Business and Legal Affairs, Fandango), Mary Egan (Director of Operations, Focal International), Francesca Medolago Albani (Secretary General of Anica), Marcello Mustilli (Lawyer, Bellettini Lazzareschi Mustilli) and Francesco Virga (President, Doc/it). The panel ***The New Phase of the Italian Documentary*** will explore strategies and alliances for the moment experienced by the documentary in Italy, with Gabriele Genuino (Rai Cinema), Gloria Giorgianni (Anele), Andrea Occhipinti (Lucky Red), Chiara Sbarigia (Cinecittà);

Francesco Virga (Doc/it) and Fabrizio Zappi (Rai). The panel ***Restaging Reality-are docudramas the end of history?*** will discuss the reconstruction of reality through re-enactments with Krishan Arora (SBS), Caroline Behar (France Tv), Elisabeth Hagstedt (TF1 - Histoire Tv), Caroline Haidacher (ORF), Lars Säfström (SVT). An international initiative by ***Rai*** and ***France Télévisions*** will also be announced. In addition, the panel ***Spies, crime, heroes and Crooks telling the truth in Modern Documentaries*** will address the theme of productions dedicated to negative heroes and the critical narrative and legal issues that this genre implies. Speakers will include: Francesco Agostini (A+E Networks Italy), Mandy Chang (Fremantle), Sonia Latoui (Mediawan Thematics), Dino Vannini (Sky Italia) and Susan Zirinsky (See it Now Studios).

In the panel ***Local Stories for a global audience***, story producer Chiara Messineo will explain how documentaries can be "translated" abroad and how to work internationally without losing specificity. The Doc division also proposes a reflection on sports storytelling in ***Hit that Doc: sport documentaries in the Global Arena*** with Victoria Barrell (Sylver Entertainment), Ughetta Ercolano (DAZN), Giovanni Filippetto, Emanuele Nespeca (Solaria Film), Domenico Procacci (Fandango) and Adele Reeves (Red Bull Studios). ***A conversation with filmmakers Mark Lewis and Chiara Messineo about their new Netflix documentary series,*** a meeting with documentary filmmakers Mark Lewis and Chiara Messineo of Raw TV to discuss their new docu-series for Netflix, which analyses an unresolved Italian crime case that has spanned four decades.

Drama division's events reflect on the topic of global productions for local markets with a panel entitled ***The Global Production Landscape. Time to Stop Saying "Foreign-Language''*** with Erik Barmack (CEO and Founder of Wild Sheep Content), Anne Thomopoulos (Partner Legendary Global), Matt Brodlie (Founder of Upgrade Productions) and Francoise Guyonnet (Managing Director TV Series, Studiocanal) where the panelists will explore current trends and globally produced content for local markets from Australia to South America, Asia, Africa and Europe. Another panel will focus on the economic challenges of audiovisual in the panel ***The Scripted Ecosystem. New Premium Opportunities across a Changing World,*** with Ted Miller (CAA), Nils Hartmann (Sky Studios Italy and Germany), Robert Lazar (Martahon), Andrea Scrosati (Fremantle), Lorenzo De Maio (De Maio Ent.). In the keynote ***The Submarine Scheme. How could original IP be created for virtual worlds?*** Femke Wotling CEO & Owner of Submarine Entertainment, winner of 2 Emmys, will talk about the potential of the metaverse as a space to foster the creation of content able to addres very young viewers, and as a new form of business and IP exploitation (this panel is also part of the Innovation for Creative Industries programme). The panel ***Europe's Premium Storyteller: Inside Sky Studios*** will look at the creative focus of Sky Studios, Sky's original programming in Europe, examining how the company is responding to various changes in the industry, viewer behavior and increased competition. New executives **Tobias Rosen** (Sky Studios Deutschland), **Meghan Lyvers** (Sky Studios UK) and **Sonia Rovai** (Sky Studios Italiy) will participate. In the panel ***Tubi and the Rise of AVOD***, the new FAST model, free ad-supported television, and the continued rise of AVOD streaming services will be discussed. Adam Lewinson, Chief Content Officer, and Sam Harowitz, VP Content Acquisitions & Partnerships at Tubi, will discuss Tubi's original content strategy and co-production opportunities.

Key topics of the **Film Division** panels include the global ecosystem of independent film production with ***Co-producing Today: future-proofing creative models in the independent film business*** where private equity, government funds, tax incentives will be discussed: which models work best today? How to combine several financing instruments? We will discuss this with Carlo Cresto-Dina (Tempesta), Frédéric Fiore (Logical Pictures), Maren Olson (30West), Casey Sunderland (CAA Media Finance) and Julie Viez (Cinenovo). Dedicated to the future of international distribution***. International Sales and Distribution: Shaping the Future*** will feature Cameron Bailey (TIFF), Carole Baraton (Charades), Cécile Gaget (Wild Bunch), Andrea Occhipinti (Lucky Red), Marc Smit (Cinéart) and Susan Wendt (TrustNordisk). Among the appointments, the panel ***Chasing IPs*** will investigate how to discover intellectual properties capable of appealing to global audiences with the producer of *The Walking Dead*, Sean Furst,

Jonathan Kier (Upgrade Productions), Carlotta Ca' Zorzi (Fandango), Virginia Valsecchi, (Capri Entertainment). Italy will be at the center of the meeting that photographs the state of the art of Italian cinema in ***Time capsule: Italian Films Today*** with Paolo Del Brocco (Rai Cinema), Giampaolo Letta (Medusa) and Massimiliano Orfei (Vision) moderated by Piera Detassis. There will also be moments dedicated to an in-depth analysis of financing models, with ***The Morning Show*** meetings: each session will feature a conversation between producers and fund representatives to highlight all the obstacles, strategies, do's and don'ts, best cases, as well as suggestions and indications on how to avoid the typical pitfalls of business. Andrea Scarso, Senior Investment Director Media at The Ingenious Group, will moderate and lead these conversations open, upon registration, to MIA accredited attendees: Jan Pace (QuickFire Films), Marcos Tellechea (Reagent), Frédéric Fiore (Logical Pictures), Maren Olson (30West), Joseph Rouschop (Tarantula), Dyveke Bjørkly Graver (Eye Eye Pictures).

A series of **transversal panels**, open to all genres and formats present at **MIA**, will enrich the programme with some of the key appointments of the 2022 edition. Never before will the presence of international broadcasters and platforms be as key as in this edition. ***The Alliance***, the alliance of public broadcasters between **Rai**, **France Télévisions** and **ZDF**, will present the slate of projects realized and under development with Maria Pia Ammirati, Manuel Alduy and Simone Emmelius. Among the international appointments of this edition will be ***The Future of Storytelling*** with **Larry Tanz** (VP of Content, Netflix, EMEA) and **Tinny Andreatta** (VP of Content, Netflix, Italy) in which **Netflix**'s journey to date will be analyzed and future strategies for original productions in Italy, Europe, the Middle East and Africa will be outlined. Another important event will be the meeting with ***Amazon Studios. In conversation with*** Nicole Morganti, Head of Italian Originals at Amazon Studios and Davide Nardini, Head of Scripted Italian Originals at Amazon Studios. Space will also be given to women in the audiovisual industry in the ***Women's Empowerment in Creative Industries*** panel, in which Lionsgate Television Group **President Sandra Stern** will talk with **Chiara Sbarigia**, President of Cinecittà S.p.A., and with producer **Anne Thomopoulos**, Partner at Legendary Global. In ***How to get Italy on board***, Italian soft-money and the international co-production programme with national and regional opportunities to find Italian partners will be discussed in an overview of what Italy can offer to potential international partners, with Iole Giannattasio (Head of International and Legal Affairs and of the Research Unit of the Secretariat of the DG Cinema and Audiovisual of the MiC), Alessandra Rainaldi (Director of the Los Angeles Office, ICE Agency) and Cristina Priarone, President of the Italian Film Commission, Roberto Stabile, Advisor for Intl. Rel. & In Charge for Special Projects DGCA Mic of Cinecittà S.p.A. and Head International Department of ANICA.

B2B EXCHANGE PROGRAM.
A SUPPORT PLAN FOR THE UKRAINIAN AUDIOVISUAL INDUSTRY

This year, in an effort to keep a close eye on the international geo-political situation, MIA undertook an initiative to support the Ukrainian media and entertainment industry. A rich programme of content, events and market activities involving Ukrainian professionals, once again placing them at the center of conversations between colleagues from the global audiovisual industry. MIA has set up an **Ukrainian Hub** inside Palazzo Barberini, a large space directly managed by the Ukrainian delegation and dedicated to hosting business meetings, conversations with institutional partners but also, more generally, as a working base for all Ukrainian professionals present in Rome at the MIA.

Three frontal events will also be at the heart of the programme with a focus on Ukraine: ***The Ukrainian Showcase***, curated by MIA's Drama division, in which some of the country's most important groups will report to the present industry audience on the current state of the national industry and tell with preview content how much is still being created despite the war and what original content is being created in the country. The second event, will be the panel ***Documentary Filmmaking inside the War***, curated by the Doc&Factual division, oriented towards the documentary and factual world in which Ukrainian and international speakers will talk about war storytelling and

filmmaking as it has entered the lives of people around the world through television, social media and cinema. An exploration that will also get to the bottom of what is unseen and unimaginable behind the creation of the content that narrates the conflict. Between state-of-the-art technology and storytelling, the event is also an interesting glimpse on MIA's program of Innovation for Creative Industries and will see the remote participation of some producers from Kyiv. The closing event will then be the ***Kyiv Media Week | Rome Chapter,*** curated by the Drama division. Through this panel, MIA will host a small part of the KWM, the decade-long market conference which, due to the current conflict, will not be able to take place in Kyiv, but will become a traveling event hosted by the various European partners including MIA in Rome. The theme of the panel will be Socially Responsible Contents, with international speakers and representatives of the Ukrainian media industry including producer Kateryna Vishnevska (Film.UA Group). They will discuss the value, responsibility and impact that entertainment content has on everyday life, on the political agenda and even on legislation, and how European broadcasters can act as a platform to give a voice to stories from Ukraine that are in danger of being erased.

HOSTED SESSIONS

As part of the MIA, **UniCredit** (official sponsor) is organizing the ***Roma4Cinema*** event: an in-depth look at the actions to be put in place to strengthen the competitiveness of the Italian audiovisual system. This session will be an opportunity to illustrate UniCredit's vision on the market and the bank's commitment to providing concrete support for the growth and internationalization of companies in the sector.
The participation of industry partners is growing at MIA, who are taking part in the event by proposing meetings and themes that are central to the entire sector. Among them the international publication **Italian Cinema**, which will organise the conference ***Italy, a production hub full of opportunities***, with Nicola Maccanico (CEO Cinecittà); Andrea Scrosati (Group Coo and Ceo europeo, Fremantle); Nicola Borrelli (general Director Cinema of the Italian Ministry of Culture); Gaspard de Chavagnac (co-Ceo Asacha Media Group).

In ***French Focus on Italian Market***, the French Ministry of Culture offers the opportunity for a delegation of 12 promising studios and production companies to discover the Italian audiovisual and film sector. After two years of pandemic, an assessment of bilateral cooperation is needed to strengthen artistic and economic relations between the two countries, with Benoît Blanchard (Attaché audiovisuel, Ambassade de France en Italie - Institut français d'Italie); Amélie Tchadirdjian (Export and Territorial Development Manager, Ministère de la Culture Paris); Yoann Ubermulhin (Territory Manager, Unifrance); Sabrina Lunetta (Digital Content Manager, LA7).

Thanks to the collaboration with the **OneExtra** group, opportunities offered by new technologies with **Virtual Production** will be presented at MIA.

Premio Solinas and **Netflix** will present the training programme **La Bottega della Sceneggiatura**, in the panel ***Fostering the Next Generation of Screenwriters with Netflix and Premio Solinas "La Bottega della Sceneggiatura" Program.***

And again, in a panel entitled ***Titanus: legacy properties and IP gold mining*** in which the historic production company **Titanus** will explain the potential of libraries for remakes, reboots, spin-offs, sequels and prequels with Stefano Bethlen (General Manager Titanus S.p.a.), Jaime Ondarza (VP & South EMEA Hub Leader of Paramount Global) and Oliver Bachert (Chief Distribution Officer - Beta Film).

In ***CSC Meets MIA***, the Centro Sperimentale di Cinematografia-Scuola Nazionale di Cinema (Experimental Center of Cinematography-National Film School) presents a pitching session of feature film projects by third-year students: a variety of proposals that tell the story of today's youth in their relationship with their peers and with other generations.

In the panel organized with MEDIA Creative Europe entitled ***Is the future free? How will new free models reshape VOD in Europe?*** we will reflect on the new wave of public and private services, free for consumers, that could disrupt a VOD world dominated by subscription streaming giants. The newcomers offer a variety of models, strategies and options for consumers, but they raise serious questions on which we will reflect with Enrico Bufalini (Archivio Storico Luce), Manuel Alduy (France Télévisions), Cristina Sala (Samsung TV Plus Italia), Simone Emmelius (ZDF), Antonella Dominici (Pluto TV), also for a discussion with Giuseppe Massaro (Media Desk for Creative Europe), Martin Dawson (European Commission CNECT) on the support methods put in place by the Creative Europe MEDIA programme to support these important new trends.

In ***Soft Power for NextGen film professionals-Women, Academy, Industry*** the meeting organized by **Anica Academy** will analyze professional opportunities between creative art, production, marketing and distribution, institutional relations, trade associations and the media world with Lucia Carta (Director Business & Legal Affairs Italy, Netflix), Piera Detassis (President and Artistic Director of the Accademia del Cinema Italiano-Premi David di Donatello), Marta Donzelli (Producer, President of the Fondazione Centro Sperimentale di Cinematografia), Beatrice Flammini (Vice President, Government and Regulatory Affairs at NBC Universal), Chiara Sbarigia (President, Cinecittà S. p.A.) in a conversation moderated by Domizia De Rosa (President, Women in Film, Television & Media Italia-WIFTMI).

The reality that "does not" exist is the contest realized by One More Pictures in collaboration with **Rai Cinema**. The jury will choose the best transmedial and multiplatform story to promote digital storytelling, virtual reality and new audiovisual languages.

The screenwriter and writer **Barbara Petronio** will be the protagonist of a talk in the cycle **Dalla pagina al grande schermo** (*From the script to the big screen*), the roadshow of seminars organized by ANICA in collaboration with Ministry of Culture's Libraries General Direction, masterclasses held by writers, directors, screenwriters, producers and by professionals from the film and audiovisual industry with the aim of analyzing the development phases of a film starting from the screenplay.

MIA 2022 will host the presentation of **APA's Fourth Report on National Audiovisual Production**. The report, which has established itself as a significant tool for the audiovisual industry, is enriched in this fourth edition with the first sector analysis carried out on export value, in particular, with data on the **foreign circulation of Italian series and films for TV and VOD**. On the employment side, it also includes for the first time a focus on the presence of women in the audiovisual sector based on data from official statistical sources.

A research commissioned by **ANICA** on the **distribution of Italian films on foreign markets** will also be presented.

There will be several meetings organized by institutional partners, such as the panel **Access to credit in the cinema and audiovisual sector**, which talks about the Memorandum of Understanding between the DGCA of the Ministry of Culture and the Institute for Sports Financing, which aims to strengthen mutual collaboration to enable companies receiving selective and automatic contributions provided for by the Italian Cinema Law and related decrees to access loans.

The **Lazio Region** will present the **Lazio Cinema International fund with 70 million euros for international co-productions** and **Lazio Innova's Global Innovators for Culture programme**. **ITA Italian Trade Agency** attends MIA with several initiatives to support internationalization and with a booth area dedicated to Italian Start-Ups.

European institutions will also be present, with a closed-door meeting by **Eurimages** on the creation of a support fund for serial production and a conference promoted by **EBU** (European Broadcasting Union) in which the drama production managers of the main European broadcasters will take part.

Space will also be given to the latest technologies. For the ***Innovation for the Creative Industries*** program, MIA will host a meeting organized with **Ministry of Economic Development** and entitled ***Development of 5G technology in the production and*** *distribution department for audiovisual content*, in which the strategies related to the development of 5G technology in the production and distribution department for audiovisual content will be discussed. Another meeting, again organized with the Ministry of Economic Development, will address the issue of the **protection of minors** in the field of **video games** and the distribution of related content, between **e-sports** and **pro-players**. The two meetings will be attended, among others, by former footballer Bernardo Corradi and the Ministry's Director General for Electronic Communication, Broadcasting and Postal Services Francesco Soro.

Many Italian Film Commissions will actively participate in MIA with business meetings, panels, networking moments, for the first time hosted in a large **Italian Film Commission Pavilion** that will be located on the new terrace of the Cinema Barberini, which will connect Palazzo Barberini with the halls of the renovated cinema. A discussion on the harmonization of regional funds organized by the Italian Film Commission entitled ***Towards the harmonization of regional funds, the path started by Italian Film Commissions: analysis, comparisons and future steps*** will propose a shared comparison with sector associations, Regions and financial bodies. With Cristina Priarone (IFC President), Luca Ferrario (IFC Vice President), Francesca Medolago Albani (ANICA Secretary General) and Marcello Mustilli (Lawyer, Studio Legale BLM). The panel ***Creativity Made in Tuscany*** will feature the Toscana Film Commission, Manifatture Digitali Cinema and La Compagnia tra fondi, saperi e mestieri al servizio del cinema e dell'audiovisivo. **Trentino Film Commission**, already a partner with **Green Film**, will bring to MIA a focus on new zero impact production methods. Among the networking events, the **Veneto Film Commission** will organize a networking meeting between the international and Italian audiovisual industry; the **Sardegna Film Commission** will celebrate the 10th anniversary of its foundation and present some case histories of animation films. At the Italian Film Commissions pavilion the classic **"Cappuccino with the Italians"** appointment will be held, with Ukraine as guest country for a dedicated networking meeting. With ***Green Crews for a Greener planet***, the topic of consolidating working practices aimed at making the audiovisual industry more environmentally sustainable, a goal that is increasingly shared at an institutional level, will be addressed with Angelica Cantisani (Torino Film Lab), Luca Ferrario (Green Film), Serena Alfieri (VivoFilm), and Julia Tordai (Greeneyes Productions).

European Producers Club organizes the panel ***Something is rotten in the state of Denmark***, which addresses the crisis of Danish creative talent with Lars Hermann (Apple Tree, Denmark), Philipp Kreuzer (Maze Pictures, Germany), Femke Wolting (Submarine, The Netherlands).

This year, MIA also activated a partnership with **COMICON** and in the **Comics Pitching Forum** a selection of comics for the identification of new IPs able to become audiovisual productions will be presented.

For the second year, **TorinoFilmLab - Museo Nazionale del Cinema** presents the pitching session of the 9 TV series projects developed within the **TFL SeriesLab** course, to offer a showcase for the innovative and high-profile international TV series projects selected in 2022.

THE AWARDS

During the awards ceremony, prizes will be awarded to works participating in MIA co-production market. The partners of the awards are: **Paramount, ILBE, ARTE, Women in Film, Television and Media Italia-WIFTMI.** For the Italian Content Showcase the **Lazio Frames** award will be presented, and for C EU Soon, the winning project of the **Screen International Buyers' Choice Award** will be chosen. Among the awards hosted also the **La Bottega della Sceneggiatura** award promoted by Netflix and Premio Solinas. The awards ceremony will be the final event of mIA 2022 and will take place on Saturday 15 October at the Cinema Barberini.

For more information

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