

## **MIA 2023**

### **Co-Production Market and Pitching Forum**

### **Structure and Rules**

MIA, International Audiovisual Market, is a market event based in Italy at its ninth edition in 2023 from October 9th to 13th. MIA is widely recognized as an effective market platform where the international industry can find real partnering and financing opportunities for projects in development.

MIA 2023 Co-production Market & Pitching Forums are open to all audiovisual genres and formats, intended for theatrical distribution, television broadcasting and digital streaming. The market aims to facilitate, encourage and accelerate new business opportunities for the development and creation of new content on an international level.

The Co-production Market & Pitching Forum will select about 50 projects from all over the world, presented in Film, Drama, Doc, and Animation categories.

Every division hosts a very specific international content market, featuring tailored activities designed to find financial and producing partners, through international co-production deals. The Pitching Forum & Co-production Market is divided in the following slates:

1. Animation (for animation feature-length films intended for theatrical release or digital streaming + animation series intended for TV and digital streaming + TV specials)
2. Doc (for documentary feature-length films intended for theatrical release or digital streaming + docuseries intended for TV and digital streaming)
3. Drama (for episodic scripted shows, mini-series and series, intended for TV and digital streaming)
4. Film (for fiction feature-length films intended for theatrical release or digital streaming)

Specific Rules and Regulations are available for each category.

#### **Co-Production Market & Pitching Forum General Structure**

The MIA Co-production Market and Pitching Forum 2023 is articulated in:

1. Dedicated pitching sessions designed to present the selected projects and find the right financial partners;
2. One-on-one meetings (pre-scheduled and scheduled on the spot) ensuing the forums' sessions.

The Selection Committees, one for each division, are composed of top industry experts, who will review and evaluate all the submitted projects.

MIA asks to evaluate the following criteria and to take into consideration MIA values in order to fully achieve the freedom of artistic expression; to represent cultural diversity and cooperation; to foster creativity, and nurture talent; to promote environmentally sustainable practices in audiovisual production.

## **Diversity and Inclusion Policy**

MIA is committed to promoting diversity, inclusion, and gender equality in its activities and in the whole audiovisual industry. This is in line with the principles of equality and cultural diversity and the need to ensure that the industry and the content on offer are representatives of society.

For MIA Co-Production Market, diversity and inclusion can be defined as equal on-screen and off-screen representation of diversity in society and equal representation of diversity and inclusion in the stories presented among the Co-Production Market and Pitching Forum categories.

## **Evaluation Criteria**

Each selection committee member is asked to evaluate the following criteria:

- Original and innovative concept
- Storytelling quality
- Narrative arch/key characters journey
- Potential for local production
- Potential for international production
- European Co-Production potential
- Artistic/Design value for animation
- Potential for commercial affairs
- Value of format rights/format potential
- Production value
- Track record of production company
- Pitch quality
- Gender balance (storyline)
- Diversity and inclusion potential (storyline)
- Gender/minority representation (creative/artistic team)
- Eco-production evaluation for the project (sustainability plans)

Once a project has been selected, at least one representative must be present during the days of the MIA Co-production Market. Attending the public pitching sessions and the one-to-one meetings is mandatory.

During MIA, the selected projects are presented by their producers/directors/authors (or by any other partner and delegate nominee by the right holders) to an audience of potential financial partners, including broadcasters and networks, producers, international sales and distributors, private and public funds, digital platforms, in specific open pitching sessions devoted to each category.

The official selection will be unveiled by September 2023.

## **Projects Submission**

The submission of a project implies the unconditional acceptance of the present rules and regulations as well as the acceptance of all decisions taken by the Selection Committee, which are final.

By applying, producers are also agreeing to be available for the full days of 9th to 13th October 2023.

The signature on the filled entry form is considered as proof that the signatory acknowledges and freely accepts all rules, regulations, and procedures and all the committee decisions regarding the selection of the projects.

If the project is selected, the signatory formally commits themselves to present the project in MIA 2023; declares themselves as the sole and exclusive owner of all the rights related to the project, or guarantees that they have full permissions granted by all rights holders, to participate to MIA and therefore entitled to submit it to the market; guarantees that the submitted project does not infringe the rights of any third party.

By signing the entry form the right holder agrees to indemnify and hold harmless MIA of and from any and all claims, liabilities, demands, damages, debts, costs, expenses, lawsuits, or judgments of any nature. In case the property of one project is held by multiple rights owners, the entry form must be signed by all of them.

**Submission deadline: July 7th 2023 5pm CET**

## **ANIMATION CO-PRODUCTION MARKET & PITCHING FORUM 2023**

### **Rules and Procedures**

The Animation Co-Production Market & Pitching Forum is open to scripted and unscripted content of animation in the form of TV series, TV specials and feature films intended for worldwide theatrical distribution, television broadcasting and/or digital streaming. The market aims to facilitate, encourage and accelerate new business opportunities and the creation and development of content internationally. The event and activities are designed for producers, broadcasters, distributors to get commissioning, financing and co-producing partners, intercepting IP of value and to explore the essential elements of successful audiovisual productions.

#### **1. Eligibility Criteria**

Eligible projects for the Animation Pitching Forum are original TV series, TV specials, and feature films of animation, at any stage of development, coming from any country and nationality, presenting

outstanding artistic value, and aimed to a potential TX on linear broadcasting and/or digital streaming (TV series, TV specials) or theatrical release (feature films).

Each submitted project must fit one of the following categories and meet the following eligibility requirements. Projects of any genres, animation techniques and target audiences (pre school, all children, family, adult) are accepted.

### **Animated TV Series**

An animated TV series is defined as:

- An audiovisual production containing animation equal or above the 70% of its length.
- An animated audiovisual production in which theme, storyline, and main characters are presented under the same title (if applicable, do add the intention to be developed beyond the first season).
- An animated audiovisual production which serialised story is developed in episodes of a minimum 2 minutes each; or format where the combination of all foreseen episodes adds up to a total length of (or, a single episode is equal to) 26 minutes as a minimum.
- An animated audiovisual production that fits altogether and in any case the minimum format length of a televised half-hour time slot.

### **Animated TV Special**

An animated TV special is defined as:

- An audiovisual production containing animation equal or above the 70% of its length.
- An animated audiovisual production in which the length of the story is developed in a script of a single episode of a minimum of 26 minutes and up to a 51 minute (as per classification of the Italian Ministry of Culture - MIC).
- An animated audiovisual production that fits altogether and in any case the minimum format length of a televised half-hour time slot.

### **Animated Feature Film**

An animated feature film is defined as:

- An animated audiovisual production containing animation for the 100% of its length.
- An animated audiovisual production in which the length of the story is developed in a script of a minimum of 52 consecutive minutes (as per classification of the Italian Ministry of Culture - MIC).

Eligible Projects must adhere to the following criteria:

1. Entries must be accompanied by a provisional production budget and a thorough project

presentation (both literary and graphic element of presentation).

2. Submitted projects can be at different stages of development, but they **must not have started LAYOUT** before the 2023 edition of MIA, and should still be seeking international partnerships.
3. Projects must be issued by producers (who hold the rights to pitch the show) seeking national and/or international partners and funding for their specific MIA pitch entry. Producers must have proven experience (at least one animated production produced, credited, and aired/released to audiences).
4. Regarding the TV series, only the first season of a scripted series will be admitted.
5. Original concepts, adaptations (with a precise adaptation intention pitch and the original author's approval if applicable by copyright), and remakes will be considered for the selection.
6. A broadcaster/on demand streaming platform/theatrical release interest and/or commitment attached is a plus but not mandatory. Please do not declare partnerships which are not already confirmed.
7. Only submissions written with an English version will be accepted (please note a professionally translated text into English is valued).

Each production company may present only one project in each category: the Animated TV series; TV special; feature films, knowing that only the highest scoring project will be admitted to the final selection.

Please bear in mind that projects of a blatantly pornographic nature or advocating violence or openly inciting to violating human rights will be considered as not eligible.

## 2. Submission Procedures

Submitting a project is free of charge. To be considered for the pre-selection, projects must be entered within July 7<sup>th</sup> 2023 by 5pm CET, using the registration form available [HERE](#).

All the required documents must be provided before the deadline and only completed submissions will be considered in the next steps of the selection process.

Please note, each production company may submit one project per category; for further inquiries about the regulation or in case of a multiple-projects submission, please make sure to reach out to the Animation Division prior the submission at the email address indicated below.

The entry form duly filled in all its parts, downloaded and signed must be sent via email to: [animationcopro@miamarket.it](mailto:animationcopro@miamarket.it)

## 3. Required Materials

For each project submitted please keep ready to fill up and upload, on **MyMIA** website's online Entry Form, the following mandatory information:

- Elevator Pitch - an executive summary of the submitted project - max 300 characters
- Synopsis - the full proposal or treatment - max 1200 characters
- Creator, Director or Producer Statement - max 500 characters
- Production Company Profile – max 500 characters
- Director/Producer/Showrunner formatted filmography (title - year;)
- Mood trailer and/or significant graphic pitch material

All submission must include the following **mandatory attachments (in English)**:

1. **Project pitch (pitch or deck)** including:
  - Concept.
  - Info sheet and highlights for development specificities (at minimum: envisaged episode format, technique(s), market and target audience aims);
  - Outline for all episodes in case of a project of animated TV series.
  - Extensive synopsis or full treatment showing the main details and articulation of the full story arch in case of a project of animated TV special or feature film.
  - Graphic bible (including as example: character design, background design, moodboard)
  - Character(s)' sheet and journey(s);
  - Creator/Writer/Director biography(ies);
  - Production notes outlining key crew, market and distribution strategy
2. **Synopsis** (outlining the main details and articulation of the full story arch of the film or of the season)
3. **Pilot script / treatment**
4. **Graphic presentation** (Main artwork 300 dpi, 1280x720px or 1920x1080px)
5. **Budget top-sheet, provisional financial plan and secured financing** (including phases of development and production)
6. **Production schedule**
7. **Producer/Creator/Diretor/Team/Headshot**
8. **Other (Optional attachments):**
  - Further artworks in high resolution (300dpi) to be published on the pitch guide and on MIA's website.
  - Representative's picture in high resolution (300dpi) to be published on the pitch guide and on MIA's website.
  - Full script (if available);

- Creator's/Showrunner's/Director's show-reel
- Mood-Trailer (note that if the project is selected a trailer or audiovisual material it will be mandatory to participate at the pitching forum);
- Any other material that may contribute to a better understanding of the project is highly recommended

Submissions deemed incomplete by the MIA editorial team might be not taken into consideration.

**NOTE: it is VERY IMPORTANT to fill the form with truthful, correct and complete information.** In case a project is selected, the submitted information will appear on MIA website as well as on the Industry Guide and Book of Projects distributed among MIA's attendees and badge holders. They will be also used for the purpose of advertising the 2023 Edition of MIA Market and Co-Production Forum. Please be careful and accurate when submitting information and attached materials.

All submitted materials are used for pre-selection and selection purposes only and stored in the MIA archives. The materials will not be returned. In the event the project is invited to attend MIA, the provided materials/info will be used to update the MIA website, the *Book of Projects*, the MIA Digital Platform and for promotional purposes within our press, pr and publicity operations.

**Accepted file formats for upload: DOC - DOCX - PDF - JPG - GIF (MAX upload file size: 10MB)**

For any request of assistance or request about complementary material for the submission please write to: [animationcopro@miamarket.it](mailto:animationcopro@miamarket.it)

#### **4. Selection**

The MIA editorial team will verify that submitted applications fulfil all given eligibility criteria and include all mandatory materials listed in the rules and procedures.

An external Selection Committee composed of top industry experts will review all submissions that complies with the criteria projects, accessing all the available information and files submitted. The Selection Committee selects the projects which will take part in the Animation Co-Production Forum, taking into consideration the viability and quality of the plans and the demonstrable talent of the producers and/or the author/creator.

Once the project is selected, the signatory formally commits themselves to present the project at MIA 2023; declaring themselves the sole and exclusive owner of all the rights related to the project, and therefore entitled to participate to the MIA co-production market or guaranteeing that as co-producers they have full permissions granted by all the rights holders to participate to MIA. The signatory will be responsible should any infringement of a third party rights occur.

The list of selected projects will be announced by **September 2023**.

#### **5. Participation**

The Animation Pitching Forum will take place during the MIA Market dates (October 09<sup>th</sup> to 13<sup>th</sup>, 2023).

Once a project has been selected, at least one representative must be available to represent the project and to take part in the meeting sessions.

The selected project will comply with MIA request of materials for the pitching and presentation, and will take part in the pitching preparation activities, to be held online before the event or in-situ prior the start of the event, according to the availability of the organisation.

One-on-one pre-scheduled meetings will be organised prior to and ensuing the pitching sessions. A dedicated team will host and facilitate the meetings with the project holders. Meetings will be scheduled also upon the participant's request. Participation guidelines will be sent to each project presenter. For further info please write us: [animationcopro@miamarket.it](mailto:animationcopro@miamarket.it)

## **6. Acceptance of the Rules**

The submission of a project implies the unconditional acceptance of the **MIA CO-PRODUCTION MARKET & PITCHING FORUM RULES AND PROCEDURES** as well as the acceptance of all decisions taken by the Selection Committee, which are final.

Finished projects sprung from the 2023 Animation Co-Production Market & Pitching Forum's meetings should mention MIA and/or display its logo in their credits. Preferably, the following sentence should be mentioned in the credit list: "[ title] has been presented at MIA". The MIA logo will be sent to the makers or editors upon request.