

## **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**

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

### **Rules and Procedures**

The Doc Co-Production Market and Pitching Forum is open to documentary projects (docuseries, TV one-off and feature-length documentary) 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 event and its activities are designed for producers, broadcasters, distributors, to get commissioning, financing and co-producing partners and explores the essential elements of successful scripted content.

## 1. Eligibility Criteria

Eligible projects for the Doc Co-Production Market & Pitching Forum must be international projects of outstanding artistic value with release and distribution potentials.

- **tv one-off** must have the potential for a maximum of 52' running time.
- **docuseries** must have a minimum of 4 episodes per 52' max running time each.
- **feature docs** must be over 70' running time.

Submitted projects can be in different stages of development and must not have entered in post-production yet. Funding in place is not required, but it will be considered as a preferential credit by the Selection Committee.

New projects, never pitched in other industry events, will be preferred. Only **main producers with a production company** can submit a new entry to the MIA DOC Pitching Forum 2023. All projects must be submitted and no automatic selection, though derived from specific partnerships and agreements, can be claimed.

Projects of a blatantly pornographic nature or advocating violence and hate; against diversity and/or openly inciting a violation of human rights are not eligible.

## 2. Submission Procedures

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

All required documents must be provided before the deadline, and only completed submissions will be considered for selection.

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

## 3. Required Materials

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

1. Logline of the proposal - max 300 characters including spaces
2. Long Synopsis - max 1000 characters including spaces
3. Treatment of the project
4. Budget top-sheet
5. Financial plan and secured financing
6. Director's statement about the project - max 1000 characters including spaces
7. Production Company Profile

8. Link to trailer or teaser with password if any - projects without a trailer will not be taken into consideration
9. Projects pictures/artworks in high resolution (300dpi)
10. For series overview, please submit single episodic synopsis if available

Incomplete submissions will not be taken into consideration. Each project submission and all materials must be accompanied by the duly filled entry form. All written materials must be submitted in English only.

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)

#### **4. Selection**

The MIA team thoroughly verifies that the submitted projects correctly fulfil all criteria for eligibility and that the submissions include all the materials required by our rules and regulations.

The Selection Committee, composed of top industry experts, will review all the projects shortlisted accessing all available information and files. The Selection Committee selects the final projects, taking into consideration the viability and quality of the plans as well as the track record/body of work of the producers and the authors/creators.

Once the project is selected, the submitters formally commit themselves to present the project at MIA 2023; declaring to be 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 Doc Co-Production Market & Pitching Forum will take place during the MIA Market dates (October 9<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 at the public pitch and the meeting sessions, in whichever form – physical, digital, hybrid - they will be taking place.

One-on-one pre-scheduled meetings will be set up prior to and ensuing the pitching sessions. A dedicated team will host and facilitate the meetings with the project holders. Meetings will be scheduled upon request. Participation guidelines will be sent to each project presenter.

For further info please contact us: [mia.doc@miamarket.it](mailto:mia.doc@miamarket.it).

### **How to pitch**

Producer will have 10 minutes each to:

- introduce the project (a PPT presentation can be screened during the speech) – 5' max;
- screen a teaser or trailer – 2' max;
- Q&A session with audience - 3' max.

Guidelines will be sent to each project's presenter in advance.

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

The submission of a project implies the unconditional acceptance of the **MIA CO-PRODUCTION MARKET & PITCHING FORUM RULES** as well as the acceptance of all decisions taken by the selection committee and/or the Director which are final.

Finished film projects sprung from the 2023 Doc 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: "[film title] has been presented at MIA". The MIA logo will be sent to the makers or editors upon request.