



MIA 2023

Accreditations Rules

1. INTRODUCTION

MIA | International Audiovisual Market (hereafter called 'MIA') is a brand and a project promoted by ANICA (National Association of Film, Audiovisual and Digital Industries) and APA (Association of Audiovisual Producers).

MIA 2023 is organized by APA Service and ANICA through a Temporary Grouping of Companies (hereafter called 'TGC'), with the support of The Ministry of Foreign Affairs and International Cooperation - ICE Agency, and is supported by Creative Europe MEDIA, with the contribution of Ministry of Culture, the Ministry of Enterprises and Made in Italy, the Lazio Region, and supported by prestigious private sponsors.

MIA | International Audiovisual Market is considered one of the main international market events dedicated to audiovisual professionals. The 9th edition of MIA will take place in Rome from the 9th to the 13th of October, 2023, offering five days of specific programs, featuring dedicated pitching forums, showcases, networking events, conferences, workshops and talks, tackling the latest and hottest topics among industry insiders.

This Regulation covers the general Admission to MIA, the issuing of a badge and related QR code, the personal password required to access MIA Digital and the admission to all MIA physical locations.

The request of the accreditation implies the acceptance of this Regulation. Any violation will justify the withdrawal of the login credentials.

The Director of MIA has the right to settle all the cases not covered by this Regulation, and to derogate from Regulation in specific and justified cases. In cases of disputes concerning the interpretation of the individual articles of the Regulation, the original text in the Italian language shall be authentic.

The present Regulation does not constitute a public offer, and the receipt of participation applications for MIA is in no way binding for the organizing TGC and does not entail any obligation towards the interested parties and/or participants. Furthermore, it does not confer any right to receive a service from the TGC.

Diversity and Inclusion Policy

MIA is committed to promoting diversity, inclusion, and gender equality in its activities and throughout the entire 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 offered are representative of society. MIA supports and promotes creative, financial, artistic, social, cultural, and ethical criteria for every project and talent selected for the official program of the event. MIA supports artistic freedom of expression, the representation of cultural diversity, and cooperation, aiming to promote creativity and the valorization of talents, as well as to promote environmentally sustainable practices in audiovisual production.



2. ACCREDITATION

MIA accreditation is reserved exclusively to audiovisual industry professionals.

MIA accreditation is open to:

- Agencies
- Broadcasters
- Commissioning Editors
- Content Creators
- Data Companies/Analysts
- Directors/Screenwriters
- Distributors
- Executive Producers
- Festival/Markets
- Film Commissions
- Film Institutes
- Freelance Filmmakers
- Game Developers
- Institutions
- Investors
- Law Firms
- Post-Production Services
- PR/Publicist
- Press
- Private and Public Funds
- Producers
- Promotion Institutes
- Publishers
- Researchers/University or Higher Education Professors
- Sales Agents
- Streaming Platforms
- Tech Industries
- Talents
- Theatrical Buyers
- Trade Associations
- Training Program
- TV/Streaming Buyers
- VFX
- World Sales
- XR and Immersive

Students attending university level and master's degree courses related to the audiovisual industry can be admitted on an exceptional basis. Students will only be able to apply for the specific Student accreditation, whose availability will be regulated at the MIA Director's discretion to ensure regular access and participation in the events. Access to panels and other events will be granted based on the venue capacity, with priority given to Industry accreditations. Students shall complete the accreditation form and provide evidence of their enrollment to courses related to the audiovisual industry.

It is necessary to apply for the accreditation to participate in the activities of MIA within the period and in the manner stipulated by this Regulation.

People under 18 years of age are not allowed to participate. Exceptions must be requested to the MIA Director with adequate motives. The Director will decide at its sole and unquestionable discretion.



The accreditation can be requested through the form provided online (www.miamarket.it). The form must be completed in its entirety and sent including the documents requested therein. Accreditation requests not complying with the methodology or incomplete will not be considered.

Accreditation requests will be considered and proceeded on a *first-come-first-served* basis and the TGC will confirm acceptance of the accreditation request by email through its suppliers.

The Accreditation is strictly personal and non-transferable. Each applicant may request a single accreditation indicating one professional category. In the event that the accreditation and access credentials are used by someone other than their rightful owner, both will be confiscated and not returned.

The submission of the request form does not guarantee or represent the accreditation to MIA. By confirming that the TGC will give maximum attention to every request, it is reiterated that the final decision on the admission to MIA and the issuance of the accreditation (subject to the methodology) shall be expressed by the Director of MIA.

The accreditation is valid for the entire duration of MIA. The accreditation must be shown, upon request, to personnel in all areas where the activities of MIA take place.

Upon confirmation of the accreditation's purchase, the participant will automatically receive personal credentials to access the area reserved for the MIA Digital Platform and their personal area.

3. REGISTRATION DEADLINE, COSTS AND FORMS OF PAYMENT

Accreditation to MIA has different costs depending on the date the participants finalize their accreditation process and on the activity for which the access is requested. The fee is reduced for participants registering in advance of the market dates and increased for registrations close to the event (after verification of the availability of seats). During MIA, daily accreditations may be requested. Daily accreditations for the MIA Digital Platform are not available. The issuance of the daily accreditations is subject to the same conditions covered by this general Regulation and after the verification of the availability of seats.

Types of accreditations:

1. **INDUSTRY** - Full access to all MIA activities and venues from October 9th to 13th 2023. Full access to the online marketplace on the MIA Digital platform and access to exclusive content until December 30th, 2023. Access to all content on the MIA Digital platform, live streaming and on-demand sessions, who's coming professionals, and related services, until December 30th, 2023. Activities by invitation and initiatives explicitly reserved for buyers as specified in the official MIA program are excluded.
 - a. **EXHIBITORS** - This badge will be assigned only to professionals attending with booths, tables, "umbrella stands" or sessions hosted by private partner companies.
 - b. **BUYERS** - The Buyer badge allows exclusive access to the MIA Market screenings and to the Comin'UP program. These programs mainly present films intended for theatrical release. The buyer badge cannot be purchased. The applicants can sign themselves as buyers during the accreditation process, but the badge is assigned by MIA based on the professional activity of the professional registering for accreditation. If you are a buyer (cinema, TV, streamer), please make sure to flag the relevant field "Buyer" and mention your field of activity (Theatrical, TV, online) and upload in the field 'relevant documents' a document resuming your latest film acquisitions.
2. **TALKS** - Access to the MIA conferences (excluding Co-Production Market & Pitching Forum, Content Showcases, and Buyers' Club activities), on site or on the live streaming MIA Digital platform. The professional category of Researchers and Professors can only apply for this type of accreditation.



3. **DAILY** - Full access to all MIA activities in Rome and is valid for one day only. No access to the online marketplace on the MIA Digital platform.
4. **PRESS** - Reserved for journalists, press, PR agencies. Gives access to all MIA conferences (excluding Co-Production Market & Pitching Forum, Content Showcases, and Buyers' Club activities), and press conferences. Access to online talks (live streaming and on-demand, excluding Co-Production Market & Pitching Forum, Content Showcases, and Buyers' Club activities) on the MIA Digital platform until November 30th, 2023.
5. **STUDENTS** - Reserved for students in bachelor's and master's degree programs in topics relevant to the audiovisual industry. Gives access to all MIA conferences (excluding Co-Production Market & Pitching Forum, Content Showcases, and Buyers' Club activities).
6. **GROUPS** - If the same company makes a request to purchase accreditations for groups of its employees, there is a 20% discount for every concomitant purchase of 5 accreditations (valid only for Industry accreditations and only for Regular and Late fees). Such requests will be eligible for the discount only if they are forwarded by email to accreditation@miamarket.it specifying the names of the people.

	Early Bird	Regular	Late	Daily (Onsite)
	July 10 – August 24	August 25 – September 21	September 22 – October 12	Daily
Industry	€ 250,00	€ 390,00	€ 450,00	Upon Request
Buyers				
Exhibitors				
Industry Digital	€ 250,00	€ 250,00	€ 250,00	NA
Press	Upon Request	Upon Request	Upon Request	Upon Request
Talks	NA	€ 110,00	€ 110,00	NA
Students	Upon Request	Upon Request	Upon Request	NA

* These costs include VAT at 22%. Deadlines refer to the Central European Time (CEST).

* The costs include the Co2 compensation.

MIA 2023		Badges 2023						
	Industry	Digital	Buyers	Exhibitors	Talks	Press	Daily	Students
Co-Production Market & Pitching Forums	✓	✓	✓	✓			✓	
Co-Production Area for b2b Palazzo Barberini	✓	✓	✓	✓		✓	✓	
Exhibitors Area Palazzo Barberini	✓		✓	✓		✓	✓	
Content Showcases	✓		✓	✓			✓	
MIA Conferences	✓	✓	✓	✓	✓	✓	✓	✓
Comin' UP			✓ <small>Upon invitation only</small>					
Hosted Sessions	✓	✓	✓	✓	✓	✓	✓	✓
Market Screenings			✓					
MIA Buyers Club			✓					
Press Conferences	✓	✓	✓	✓	✓	✓	✓	✓
MIA Digital Platform <small>Who's Coming/Co-Production Market & Pitching Forums/Content Showcase/Buyers Club/Hosted</small>	✓	✓	✓	✓		✓		
MIA Digital Platform <small>Live and on-demand sessions</small>	✓	✓	✓	✓	✓	✓		✓

Sustainability Policy - As part of the MIA Sustainability Policy, a percentage of the accreditations' net revenues will be donated to support a sustainability project that MIA implemented in 2023 and for carbon offset.

Fondazione Cinema per Roma - As part of the agreement with Fondazione Cinema per Roma for the 2023 edition of the Rome Film Festival, MIA will offer a discount of €10.00 that will be assigned to holders of the Rome Film Festival *professional* badges upon submission of the required documentation by the accreditation office. For info: accreditation@miamarket.it

Payment - The date of the finalization of the accreditation's process and its relevant invoicing may vary depending on the method of payment: if by PayPal or credit card payment, the day following the payment, subject to clearance; if by bank transfer, 7 days following the payment, subject to clearance. Once the purchase has been finalized, APA Service srl will issue an invoice according to the methods and terms prescribed by the legislation in force in Italy on the date of completion of the purchase.



The rate applied will be the one in force at the time of payment, and not the one in force at the time of the accreditation request. Payment for the Early Bird accreditation shall be made by credit card or PayPal within August 31st 2023 at 00.00, by bank transfer within August 16th 2023; the payment for the Regular accreditation shall be made in advance by credit card or PayPal within October 5th 2023 or by bank transfer within September 28th 2023; the Late accreditation may be paid in advance by credit card or PayPal within October 8th 2023 or bank transfer within October 8th 2023 or on site the by credit/debit card. Those accredited with a Late fee will not feature in the hardcopy of the Book of Companies but will feature in the MIA Digital Platform. The Daily accreditation may be purchased only on site only by credit/debit card. Cash payments are not allowed.

Data to fulfill the payment will be provided in the confirmation letter of accreditation sent by MIA and the invoice for the payment of the accreditation will be sent to the address provided by participants in the application form. Badge submitters will appear on the MIA Digital Platform only after the payment.

The accreditation shall be given to private individuals and/or companies in a liability position with MIA only after the payment of any debt due.

If in MIA previous editions a professional did not pay their accreditation without providing written notice of their wish to cancel (see 5. Terms of Cancellation), they shall be accepted for MIA 2023 only after an online pre-payment with credit card or bank transfer, according to the guidelines and the timetable determined in the confirmation letter of accreditation. For further information, please contact MIA staff: accreditation@miamarket.it

Any requests for the change of name for the accreditation shall be communicated in writing via e-mail at accreditation@miamarket.it not later than September 15th 2023; the change shall be confirmed in writing (via e-mail) by the organization of MIA. Requests for a change of name submitted after the above-mentioned date won't be considered.

Press accreditations are free of charge and managed by the MIA Press Office. To request a press accreditation, please contact press@miamarket.it.

4. BADGE

Badges are strictly personal and non-transferable; they must be picked up in person (or through a representative equipped with a specific written authorization and a copy of the delegate's identification document and the accredited person's identification document) at the Accreditation desk, upon presentation of the ID indicated on the accreditation form and a copy of the confirmation letter. The Accreditation desk will send the QR Code that will be used to pick up the accreditation at the appropriate desks. Access credentials to the MIA Digital Platform will be sent automatically and are intended to be strictly personal. Accesses to MIA locations and the MIA Digital Platform will be registered.

5. TERMS OF CANCELLATION

Participants can cancel their participation at any time.

A refund of any amount already paid can be obtained only if the request of cancellation is communicated in writing to accreditation@miamarket.it by September 15th, 2023. After that date, the organization will be authorized to withhold the entire paid amount; the Digital Badge will remain available in the name of the accredited person.

6. PUBLICATION OF DATA

When the accreditation request to MIA succeeds and after the payment, applicants' personal and contact information will be published in the materials produced by MIA and on the MIA Digital platform.



During the registration, each participant may request that personal data provided shall not be mentioned in communication materials (printed and digital) and on the MIA Digital Platform within the restricted access area. To do so, participants shall communicate their own request in the accreditation form.

Personal data published online may be modified until the MIA closing dates: within this deadline, participants may decide to have their own data removed if already published in the participants directories on the MIA Digital Platform (restricted access area) at any time by communicating that to the MIA staff (contact accreditation@miamarket.it). The data requested for removal will no longer be published on the MIA Digital Platform. However, if the request is made after the publication of printed materials, the data cannot be removed from the Book of Companies and other printed materials. MIA Digital may provide a meeting system through an internal notification system, respecting the participants' authorization to share data. MIA staff will take care of the request within 24 hours.

The MIA organization assumes no responsibility for the incompleteness or inaccuracy of the data and information that may be reported in the aforementioned materials. However, if these are not attributable to inaccuracies and/or omissions contained in the accreditation request forms completed by the participants, the MIA organization will do its best to promptly correct the information published online.

Participants of MIA agree to be filmed and/or photographed during the event without receiving any compensation for the use of their photographs and/or videos. Photos and footages made during the event are owned by the TGC and may be uploaded to the official channels of the TGC and/or MIA (e.g. YouTube, Instagram, Facebook, Twitter, websites, etc.) and/or used by media present at the event for promotional purposes, even on future events.

7. INFORMATION PURSUANT TO THE GENERAL DATA PROTECTION REGULATION (EU Reg. 2016/679)

APA SERVICE S.r.l., headquartered in Rome, Via Sabotino, 2A, VAT number 13238121001, lead company of the Temporary Grouping of Companies formed with ANICA (Associazione Nazionale Industrie Cinematografiche Audiovisive e Digitali), by virtue of special mandate conferred by means of a private writing dated March 24-30, 2022, notarized in signatures by Notary Dr. Barbara Galea, rep. Nos. 5465 and 5474, racc. No. 3230), as the data controller appointed pursuant to Art. 28 RGPD, informs pursuant to articles 13 and 14 of the RGPD, that the co-processors of the data processing in relation to the activities useful for the organization and management of the MIA are Anica Servizi Srl, based in Rome, Viale Regina Margherita 286, 00198, P.IVA 05007041006, and APA - Associazione Produttori Audiovisivi, based in Via Sabotino, 2A - 00195 Roma, P.IVA 04803391004 (the latter jointly defined, "the Data Controllers"). The processing operations will relate to personal data communicated in connection with accreditation requests and in any case subsequently communicated or made available during or by reason of participation in the MIA. These include, in particular but not limited to, those useful for following up on accreditation requests, contacting industry professionals, responding to requests from interested parties, enabling networking operations among accreditors, organizing the market, events and logistics also supporting accreditors and their possible guests, sending communications pertinent to the MIA and its future editions, as well as relating to the Holders' own institutional activities and similar events that each Holder may organize in the future.

The personal data processed are those requested in the appropriate available forms and also include a passport photo in jpeg format. Their provision is optional; however, should the interested party fail to communicate the data marked with an asterisk on the form, it will not be possible to complete the accreditation procedure or guarantee the use of services and participation in the events and all the opportunities offered by MIA. With regard to services related to hospitality and logistics, data subjects may also communicate to the Data Controllers or Data Processors the personal data of any guests or accompanying persons; guaranteeing that they are entitled to do so and that the information contained herein has been made available to them as well.

Personal data are conferred by the data subject, or by another person duly authorized by the data subject, and the act of conferring them is equivalent to consent, where necessary for certain specific operations, to processing in the terms described herein. In completing accreditation requests, therefore, data subjects



expressly consent to the processing of their personal data for the purposes and in the manner indicated in the Regulations and in this policy statement. If the accreditation requests are submitted by parties other than the interested parties, those who communicate the personal data of the accredited parties declare that they are acting with the consent of the interested parties and expressly authorize the Holders for their processing, therefore they assume all responsibility regarding the legitimacy and accuracy of the communicated data and, in this regard, hold the Holders harmless.

The processing of data will be carried out mainly with computerized procedures and, if necessary, with paper methods, always with logics that guarantee their correctness, lawfulness, transparency and security.

The personal data of the interested parties can be accessed by MIA staff members, as well as by the employees and collaborators of each Owner and manager, who are entitled to access them for the pursuit of the purposes described. In addition, the data may be disseminated through publication in the restricted access section of the website www.miamarket.it. Should the data subjects wish to prevent or limit the dissemination of their data, they may follow the instructions in Article 6 of the Accreditation Regulations. In addition, the personal data provided will be disclosed to third parties exclusively in connection with the performance of services related to participation in the MIA; by way of example but not limited to: transmission of the lists of participants in any market screenings to the relevant representatives of the films screened; transmission of the reporting of videolibrary views (offline and online) to the eligible persons (relevant representatives of the films viewed); transmission of personal data of applicants to embassies in case a visa is required, as well as to hotels and/or hospitality managers with the purpose of organizing the stay of the participant possibly invited; transmission of data of representatives of films requesting market screenings to technical partners of the MIA organization for the purpose of organizing the screenings and the conditional access; technical control of materials and uploading of title files for the videolibrary if implemented; transmission of contact data of participants in the participant lists (online and offline) to all accredited participants of the MIA; transmission of data of MIA accreditors to all media partners of the MIA to disseminate news concerning the MIA. Please note that Holders may be required to disclose processed personal data to authorities when so required by law. Furthermore, in accordance with Article 6 of the Accreditation Regulations, the personal data of accredited persons, in addition to being published on the printed materials produced, will also be accessible in the restricted area by other persons accredited for the same edition of the MIA.

Personal data communicated with accreditation requests will be stored and processed for purposes pertaining to the MIA for as long as the Holders intend to organize it on a periodic basis. Data subjects have the right to ask the Holders for access to their data, their rectification or even deletion, as well as to object to the processing. In addition, data subjects who have been accredited have the right to revoke their consent to the publication of their data as provided in Article 6 of the Accreditation Regulations, in which case their data will no longer be accessible to other accredited persons in the dedicated section of the official MIA website and, if the revocation was timely, will not be published in the Industry Guide. In no case may the revocation of consent affect the lawfulness of the processing carried out prior to the revocation. In this regard, please note that Data Controllers may be entitled, even if consent is revoked, to continue processing when conditions exist for example when it is necessary for the pursuit of the legitimate interest of the Data Controllers or third parties, which includes the organization and management of the MIA (pursuant to Article 6 of the RGPD).

In the process of streamlining communications sent as part of the data processing, data controllers may implement a filtering process, including automated filters, to select communications that may be of greater interest to the recipient and avoid mass sending of generic information. Such profiling has no other consequences or purposes.

Should the Controllers appoint one or more data processors, the relevant contact details will be available on www.miamarket.it. The essence of the arrangement between the Controllers is made available to the data subjects at the Controllers' offices, pursuant to article 26 of GDPR Regulation.

Each data subject may exercise his or her rights by contacting the Data Controllers at privacy@miamarket.it. If deemed necessary, the data subject also has the right to lodge a complaint with a supervisory authority; the Italian one can be contacted [HERE](#).



The Privacy Policy may be subject to change to comply with new legal provisions or changing data processing policies. Any updated version of the policy will be made available at www.miamarket.it. Data subjects, therefore, are encouraged to periodically consult the indicated site to remain properly informed or to learn the contact details of any data processors that may be subsequently appointed.