



AnyShow

International Animation Showcase

Official Rules & Participation Guidelines 2023

MIA | Mercato Internazionale Audiovisivo (International Audiovisual Market) is one of the main international market events dedicated to the audiovisual industry. Its ninth edition will take place in Rome from October 9th to October 13th, 2023, at Cinema Barberini and Palazzo Barberini, spanning five days with a rich program that includes pitching forums, showcases, networking events, conferences, workshops, and meetings aimed at strengthening relationships among industry professionals and promoting new collaboration agreements.

MIA was established in 2015 and has grown thanks to the consolidated joint venture between **ANICA** (Associazione Nazionale Industrie Cinematografiche Audiovisive e Digitali) and **APA** (Associazione Produttori Audiovisivi). It is supported by the **Italian Ministry of Foreign Affairs and International Cooperation** and **Agenzia ICE Italian Trade & Investment Agency**. It is co-financed by **Creative Europe MEDIA**, **MiC - Italian Ministry of Culture, Ministry of Enterprises and Made in Italy** and **Lazio Region**.

It is also supported by prestigious private sponsors. MIA is the first Italian market that brings together all the segments of the audiovisual industry (Film | Drama | Doc & Factual | Animation). MIA aims to promote the value of animated content with **AnyShow**, a showcase dedicated to all animated formats from every corner of the globe, created to celebrate and enhance the animation international talents and screen some of the best animated titles produced in the last year.

DIVERSITY AND INCLUSION

MIA is committed to promoting diversity, inclusion, and gender equality in its activities and throughout the audiovisual industry. This is in line with the principles of equality and cultural diversity and the need to ensure that the industry and its contents are representative of society.

MIA's Animation Division defines diversity and inclusion as the accurate representation of the diversity and inclusion present in society, both on-screen and behind the scenes.

ANYSHOW

AnyShow, part of the MIA Animation Division, is an **international showcase** dedicated to **all television or digital formats, techniques, genres of animation** at the stages of advanced development, **production, post-production** or **completed** but not yet broadcasted / streamed

or publicly presented, and is open to creative talent, animation studios and distribution companies alike from all over the globe.

AnyShow is an exclusive appointment created for producers of high-end television, digital and theatrical content in order to present and promote their projects to potential buyers, executive producers, television networks, streaming platforms, and other key roles of the entertainment industry attending MIA 2023.

During the session, a project representative will be invited to present in a closed event bringing on screen visual excerpts and materials, possibly accompanied by a talent (animators/ creators/ directors/ cast), and/or a commissioner or financier, they will present their new titles to an international audience.

AnyShow is open to projects that have received a greenlight from at least one funding or financing partner, one or more broadcasters and/or a digital platform, or are in any case recipients of a proven financial backing, about to close production financing or to be completed and delivered from the last quarter of 2023 ahead.

ELIGIBILITY CRITERIA

AnyShow features high-end animated projects of all genres, produced and/or co-produced by one or multiple production companies and with international partners on-board, in the following formats:

- Feature films (documentaries and fiction alike)
- TV/digital platform series
- TV/digital platform special/stand alone

Projects which were never presented in a previous or similar market event in the same year, prior to MIA (9-13 of October, 2023), will be considered with priority.

In the case of projects that have already been submitted to other market events or industry initiatives, or in the event that a project was selected to take part to other market events or industry initiatives, eligible applicants should inform MIA's Division via email animationshowcase@miamarket.it that will be happy to advise upon submission.

REQUIRED MATERIALS

Once an official invitation has been received from MIA and accepted, the presentation materials will be required ahead for testing, to be received within Monday, September 18th. In case of audiovisual media it shall be of 2 minutes max and in the form of:

- Mood-reel or mood-board;
- Mood-trailer / teaser and/or excerpts;
- Photos, storyboards and/or excerpts;
- PowerPoint presentation;

The choice of combining video and photo material will be sole responsibility of the project's rights holder and presenter. In the case the presentation includes audiovisual material spoken in languages other than English, selected participants must provide MIA with a copy of such audiovisual material already subtitled in English and in the format that will be specified in the Invitation letter.

The overall presentation of a project, including the video projection, should not exceed 7-8 minutes. Each video material must be presented by a producer, who is advised to be accompanied by a talent to get into the creative process (animator/ creator/ author/ director/ writer or other talent.)

The on-stage presentation should be conducted in English and may be conducted by the producer, talent, one or more broadcasters/platforms, international distributor, or up to a maximum of three participants.

If the presenter doesn't feel confident to hold the presentation in English, simultaneous translation could be made available from MIA's technical staff. The request of simultaneous translation needs to be received by MIA's technical staff well in advance to be able to organise it.

DEADLINES

1. Submissions should be sent no later than **September 11th, 2023** by filling out the dedicated online entry form.
2. Once received an official invitation from MIA, the producer must confirm participation no later than **September 15th, 2023 - 5pm CEST**.
3. Submission of all required materials must be sent no later than **September 18th, 2023**, or the project details will be excluded by the official printed catalogue of the event - distributed on-site only.

PRESS AND PROMOTION

The entry to AnyShow is restricted to press badge holders and MIA's official photographers only are allowed to enter the screening theatre and the only photos available for the event will be the official photos, to be used exclusively for promotional purposes of the Market's event. In compliance to the copyright policies and regulation, taking photos and/or recording videos of any content on screen is forbidden.

All information published in the official MIA promotional material, daily programme schedules and MIA industry guide, are automatically gathered from the online Entry Form filled out by the applicant.

The MIA organisers shall not be held liable for inaccurate or missing information published in such material, originating from errors or commissions reported in the entry form.

Production companies are welcome to consider MIA as a platform to showcase their products; therefore, it is encouraged to ask the organisers to arrange dedicated press junkets or round tables or to issue press releases and promotional material as part of their marketing and/or advertising strategies.

PARTICIPATION

Only invited projects can take part in the showcase.

The participation implies the full acceptance of the present Rules and Participation guidelines.

Producers must guarantee and acknowledge under their responsibility to be the owner of the copyright or any other intellectual property on the work and/or to have been granted by each owner of the copyright or any other intellectual property on the work full power to sign the online Entry Form on their behalf.

Producers shall undertake to exempt MIA | Mercato Internazionale Audiovisivo from any claim and liability to any third party which may arise from the abuse or lack of power to sign the online Entry Form.

MIA's Direction withholds the right to settle all cases not provided for in these regulations, as well as to admit exceptions from these regulations for special cases. For any disputes on the interpretation of individual articles of the Regulations, MIA's internal decision shall prevail.

For further info and queries about the eligibility please write to:
Sabrina Perucca, AnyShow - animationshowcase@miamarket.it.