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Mercato Internazionale  
Audiovisivo  
Film-Drama-Doc

**ROME** OCTOBER 14 | 18  
**2020**

# PITCHING FORUM & CO-PRODUCTION MARKET

## RULES AND REGULATIONS 2020

MIA is widely recognized as an effective market platform where the international industry finds real partnering and financing opportunities for projects in development.

MIA Pitching Forum & Co-production Market is open to films, scripted and unscripted programmes 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 Pitching Forum & Co-production Market will select about 50 projects from all over the world, presented in Film, Drama, Doc&Factual divisions.

Every division hosts a very specific international content market, featuring tailored activities designed to find financial and producing partners, through international co-production deals.

**MIA Pitching Forum & Coproduction market is divided in the following divisions and slates:**

### 1. FILM

Eligible projects for the MIA|Film Coproduction Market are:

- **Projects by International and Italian directors for long feature films (fiction), intended for theatrical release and/or digital streaming. Projects must have a main producer already attached, an available full script in English and a potential international market.**

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- **Projects by Italian directors at an earlier stage of development for long feature films (fiction),** intended for theatrical release and/or digital streaming. Projects must have a main producer already attached, a subject/treatment available in English and potential international market.

## 2. DRAMA

Eligible projects for the Drama Pitching Forum must be international original projects of outstanding artistic value with potential TX on linear broadcasters or digital platforms, and must be submitted in one of the following categories:

- **Drama Series:** A dramatic production in which theme, storyline, and main characters are presented under the same title, with the intention to develop beyond a first season.
- **Short-Form Series:** An original Fiction episodic program, with episodes under a half-hour TV time slot.
- **TV Movie/Mini-Series:** A production that has a distinct beginning, middle, and end with a finite number of episodes, generally between one (1) and twelve (12). The storyline is resolved at the end of broadcast.

## 3. DOC&FACTUAL

Submissions for the Documentary Pitching Forum are open to any international project of outstanding artistic value with high distribution potential. Italian co-production is preferred, but not required. The project can be submitted in one of the following categories:

- **Doc One off,** a documentary with a maximum length of 52' intended for broadcasters and digital platforms release.
- **Docuseries,** a documentary series with a minimum of 4 episodes with a maximum length of 52' min per episode

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- **Feature doc**, a documentary intended for theatrical release of a minimum length of 70'

The Pitching Forum & Co-production Market 2020 is articulated in:

- 1) dedicated pitching sessions designed to find the right financial partners through co-production deals or pre-sale agreements.
- 2) One-on-one meetings (pre-scheduled and scheduled on the spot) ensuing the forum' sessions.

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

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

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

Official selection will be unveiled by September 2020.

## PROJECT 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 Selection Committee, which are final.

By applying, producers are also agreeing to be available for the full days of 14 – 18 October 2020.

The signature on the entry form is considered as proof that the signatory, by filling in the entry form, freely accepts all rules and regulations and all Committee decisions regarding the selection of the projects. The signatory declares himself or herself the sole and exclusive owner of all the rights related to the project, and therefore entitled to submit it to the market; guarantees that the submitted project

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does not infringe the rights of any third party. In the case of there being more than one owner of the rights to the project, the entry form must be signed by all of them. The signatory also formally commits himself or herself to present the project in MIA 2020, if selected.

The signature on the entry form releases and indemnifies MIA from any and every claim for damages; on the contrary, MIA shall have right to compensation for damages and expenses arising from any claim pertaining to the submitted projects.

Finished film projects sprung from the 2020 MIA Coproduction Market 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.

MIA reserves the right to change these terms and conditions at any time without prior notice.

**Submission deadline: July 26th, 2020**

**SUBMIT YOUR PROJECT HERE:**

<https://my.miamarket.it/en/my-mia/>

# MIA|FILM CO-PRODUCTION MARKET 2020

## RULES AND REGULATIONS

### GENERAL STRUCTURE

**The MIA|Film Co-production Market will take place from October 14 to 18.**

The MIA|Film Co-production Market is an effective market platform with a selected portfolio of projects and international industry delegates where to find real

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opportunities for development and financing, presenting a session of public pitching and organizing pre-scheduled one-to-one meetings for the selected projects' representatives. At the MIA|Film Co-production Market, both emerging and established filmmakers – selected from among the world's most interesting talents on the independent film scene – find an ideal and efficient hub for presenting their new feature film projects, connect with the key players in the international film industry and explore the strategies and possibilities of international financing and co-production.

Participation is upon invitation only: about 15 projects from all over the world are selected and invited.

Once a project has been selected, at least one representative must be present during the days of the MIA|Film Coproduction Market. Attending the public pitching session and the one-to-one meetings, in whichever form – physical, digital, hybrid – they will be taking place, is mandatory.

Projects' submissions must be presented according to these rules and regulations and by the indicated deadlines.

Projects' selection is announced by September 2020. The MIA|Film Co-production Market staff then produces the Book of Projects and the Book of Attending Companies and sends them to all the participants. Hence, it organizes all meetings based on the projects representatives' and the attending industry delegates' requests. All participants receive their agenda and all related material about one week before the event for their revision and approval.

The MIA|Film Co-production Market opens with a public pitching session (open to all the Market's attendees) and then hosts two full days of one-to-one meetings. During the event, two International Juries will assign two awards:

1. the Eurimages Co-Production Development Award, a cash prize of 20.000 Euros for the development of the best project that fulfills the criteria for collaboration and

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co-production that inspire Eurimages. Eligibility criteria will be made available prior to the event;

2. the ARTE Kino International Prize, a cash award of 6.000 Euros given to the best project to support its development. With this award, ARTE hopes to contribute to the development and production of independent filmmaking.

## ELIGIBILITY

Eligible projects for the MIA|Film Coproduction Market must be international projects of outstanding artistic value for a feature film (fiction), with minimum length of 70 minutes, intended for theatrical release and/or digital streaming, and be accompanied by a provisional budget and a full script.

The submitted projects can be in different stages of development, must not have started shooting before the 2020 edition of MIA, and preferably have at least 25% of the budget already in place (should the project have at least 25% already secured at the time of the submission, it will be given a higher evaluation).

The projects can be from all parts of the world. During the making of the final selection, a geographical spreading will be taken into account.

There should be a potential international market for the projects.

Projects should not have been presented at any other market or festival – single exceptions can be discussed with MIA|Film Coproduction Market's manager. 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 or openly inciting to a violation of human rights are not eligible.

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As of the 2020 edition, with the intent of shining a light on the emerging, freshest Italian content, a new spinoff called **Wanna Taste IT?** will be devoted to Italian feature film projects at an earlier stage of development, accepting submissions from projects at subject/treatment stage (no full script needed). More info and specific rules and regulations [HERE](#)

## SUBMISSIONS

All submissions must be received by July 26th, 2020.

All submissions must include the following materials:

- the previous work(s) by the director of the project (short/long - feature/documentary films) in the original language with English subtitles; such materials must be made available online on streaming platform (such as Vimeo) or sent through a filesharing system (such as Wetransfer). These materials will be made available only to the Selection Committee and team and for selection purposes only
- complete biography and filmography of the director of the project
- the project for the new full-length feature film. The project must include:
  1. detailed synopsis (max 1200 characters spaces included)
  2. script fully developed
  3. director's statement on the project (no max number of characters)
  4. the name of the attached producer and a profile of his/her production company
  5. Budget topsheet
  6. Financial plan

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7. Project's Mood-board (**if available**. In case of selection the mood-board will be mandatorily delivered for public pitch)

8. Project's picture/artwork in high resolution (300dpi) - **if available**. In case of selection the mood-board will be mandatorily delivered to be published on the Book of Projects and on MIA website.

Any other English-language material that will contribute to a better understanding of the filmmaker's work and/or of the project would be highly recommended.

Each project submission and all materials must be accompanied by the duly filled entry form. All written materials must be submitted in English only.

Incomplete submissions will not be taken into consideration.

Applications can only be submitted to more than one edition when specifically invited to do so.

The entry form is available on the website [www.miamarket.it](http://www.miamarket.it) (upon registration to the MIA restricted access area).

The entry form duly filled in all its parts and signed must be sent via e-mail (digital signature) to [coproduction@miamarket.it](mailto:coproduction@miamarket.it)

All submitted materials are used for pre-selection and selection purposes only and kept in MIA's archives. The materials will not be returned. In the event the project is invited, they will be used for the update of the MIA and website as well as the Industry Catalogue, and for publicity purposes regarding the 2020 Edition.

**NOTE: Please note that it is VERY IMPORTANT to provide the full information on the form. If a project is selected to participate, this form – and its attachments – becomes its entry in the confidential project book for the invited industry delegates, who will choose the project(s) they wish to meet on the basis of that**

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**entry. So, the application form is a crucial document that serves two important functions: (1) it is the basis upon which the decision to select a project to participate is made; and (2) it is the basis upon which the attending industry players will determine if they wish to meet the project.**

## SELECTION

The MIA|Film Coproduction Market's Team verifies that the submitted projects fulfil the eligibility criteria and that the submissions include all requested materials according to these rules and regulations.

The Selection Committee selects the final participating projects, taking into consideration the viability and quality of the plans and the demonstrable talent of the directors and/or producers.

The selected projects can be in different phases of development, but they must be new or recent and not have explored all the possible avenues of financing yet.

During the making of the final selection, also a geographical spreading will be taken into account.

The list of selected projects will be announced by September.

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 Selection Committee, which are final.

By applying, producers are also agreeing to be available for the full days of 14 – 18 October 2020.

The submission of a project also implies that the projects' rights holder, by filling in the entry form: formally commits himself or herself, in case of selection, to present the project in MIA 2020; declares himself or herself the sole and exclusive owner of

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all the rights related to the project, and therefore entitled to submit it to the market; guarantees that the submitted project does not infringe the rights of any third party.

The acceptance of these Rules and Regulations through the submission of the entry form releases and indemnifies MIA from any and every claim against it for damages, except for the MIA's right to claim compensation for damages.

Finished film projects sprung from the 2020 MIA|Film Coproduction Market 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.

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