



**MERCATO
INTERNAZIONALE
AUDIOVISIVO**

ROMA, OCTOBER 6 ▶ 10 2025



**PROGRAMME
25**



ALL STORIES LEAD TO MIA



ITALIAN TRADE AGENCY

Italian Trade Agency promotes your business by bringing foreign markets to you.

ICE-Agenzia per la promozione all'estero e l'internazionalizzazione delle imprese italiane
🌐 www.ice.it/en

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ITA WORLDWIDE NETWORK
All offices and contacts can be found here:
🌐 www.ice.it/en/markets



TRADE AND INVESTMENT

OPEN DOORS TO A WORLD OF OPPORTUNITIES

ITA - Italian Trade Agency is the Governmental agency that supports the business development of our companies abroad and promotes the attraction of foreign investment in Italy.

With a motivated and modern organization and a widespread network of overseas offices, ITA provides information, assistance, consulting, promotion and training to Italian small and medium-sized businesses. Using the most modern multi-channel promotion and communication tools, it acts to assert the excellence of Made in Italy in the world.

www.ice.it

Italian Trade Agency



[@ITAtradeagency](https://www.instagram.com/ITAtradeagency)



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PROGRAMME



**MERCATO
INTERNAZIONALE
AUDIOVISIVO**

ROMA, OCTOBER 6-10 2025

ALL STORIES
LEAD TO MIA

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MERCATO INTERNAZIONALE
AUDIOVISIVO

2025

ROMA
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MIA | Mercato Internazionale Audiovisivo 2025

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ADVISORY BOARD

CALENDAR

USEFUL INFO

MAPS



**MERCATO
INTERNAZIONALE
AUDIOVISIVO**

2025

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Chiara Sbarigia, President APA
Claudio Cappon, President APA Service
Gaetano Blandini, Secretary General ANICA
Domenico Barbuto, Secretary General APA

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Gaia Tridente

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Federica Pazzano, Conference Programming Lead - Animation Division + MIA XR

Simone Bardoni, Coordinator, Animation Division

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Marco Spagnoli, Head of Doc&Factual | Deputy Director

Ben Pace, Head of Doc Co-Production Market & Pitching Forum

Camilla Crisciotti, Coordinator, Doc&Factual

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Sara Manetti, Coordinator, Drama Division

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FILM DIVISION

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Alexia De Vito, Head of Film Co-Production Market & Pitching Forum

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Alice Giulia Lanconelli, Programming Assistant

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WeMeetBrands, Brand Identity & Communication Agency

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Ilenia Pesciarelli, Junior Digital Account

Luca De Sensi, Digital IT Consultant

Fincons Group, miadigital.it Platform Development

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Isabella Cruciani, Coordinator | Shoot the Book and BAF

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Fanny Silvestre, Project Manager - UNBOX | Short Film Days

Rai Cinema, Cultural Partner MIA XR

Gold Enterprises srl, Technical Partner MIA XR

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Heidi Fliesher

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Claudia Tanzi, Assistant Protocol office ANICA Alfa FCM

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Kalenda Software, Software House

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ABC, Set Up & Decoration

Le Vele, Cinema Barberini

Niutek, Ledwall and tech set up, Palazzo Barberini

Indaco, Live Streaming and On-Demand Services

Pino Chiodo Engineering, Cinema Engineering

LGR, Line Support

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Rossella Nionell, Payments Office APA

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Gaia Tridente, MIA Director

CERTIFICATIONS

RINA Services S.p.A. / ISO 20121

ISFCERT srl / ISO 25639:2022



On. Sen. Lucia Borgonzoni

Undersecretary of State, Ministry of Culture



MIA | Mercato Internazionale Audiovisivo, promoted by ANICA and APA, has established itself as one of the most important events in the European and international audiovisual landscape.

The Ministry of Culture has been supporting this initiative for many years, recognizing its value and fully sharing its aims. We are confident that this project can increasingly contribute to strengthening our national cultural identity while promoting the Italian creative audiovisual industry worldwide. Collaborations of this kind are essential for creating synergies and fostering a common effort to consolidate Italy's presence and influence within the global audiovisual sector.

Over the course of its ten editions, MIA has consistently demonstrated its ability to showcase this industry in a comprehensive and original way, offering stimulating and innovative contents, while providing a space that ensures a creative and productive exchange to enhance intercultural dialogue.

This eleventh edition, in continuity with the previous ones, once again represents a valuable opportunity, because it's an international stage that highlights Italian talents and audiovisual works. The initiative brings together, among others, producers, distributors, and directors from all over the world.

MIA continues to affirm itself as a key initiative for the audiovisual sector: beyond serving as a global networking platform for the many players that shape the audio visual landscape, it also provides professionals with tools and strategies to address contemporary challenges and seize the new opportunities emerging in the sector.

Once again this year, MIA will analyse the impact that Artificial Intelligence may have on audio visual production. As we know, AI can be both a valuable ally and a potential threat to creativity. It is therefore our duty to continue work towards specific regulations that safeguard human ingenuity, ensuring that innovation always goes hand in hand with proper regulation of the sector.

Dedicated sessions, such as those organized within MIA, highlight the importance of embracing change, using new technologies with awareness and a commitment to continuous improvement.

In conclusion, we are confident that MIA will continue to strengthen the competitiveness of the Italian audiovisual market and to promote Italian culture around the world.

Francesco Rocca

President of the Lazio Region

The Lazio Region supports MIA, one of the leading international market events for the audiovisual industry, not only as an institutional partner, but also as an active driver of development. Our commitment is clear: to support enterprises, enhance talents, and strengthen Lazio's role as a hub of creativity and audiovisual innovation.

Over the past two years, the regional administration has intensified its investments in the film sector, with the aim of making the region a strategic center for both Italian and international cinema. Thanks to these investments, Lazio has become a key point of reference for the industry, offering opportunities to global productions while fostering the growth of the national film sector.

Our incentive program has supported numerous projects, ranging from major international productions to independent films. Among these are titles selected at the most prestigious European festivals, helping to consolidate Lazio's reputation in the global audiovisual arena.

Participation in MIA 2025 therefore reaffirms the Lazio Region's determination to position itself as a creative and productive engine of the audiovisual industry. This is not merely financial support, but part of a long-term strategy aimed at strengthening the supply chain, attracting investments, and establishing Rome and Lazio as essential settings for professionals in the field. At the same time, it offers greater international visibility to Lazio's tourist destinations, especially to the many sites of outstanding artistic and cultural value that currently remain in the shadow of Rome.

MIA is not only a market: it is a meeting place and a space for vision, where real opportunities are built. The Lazio Region is proud to participate with a coherent project: to promote those who create value, to facilitate those who invest, and to support those who innovate. Because supporting the audiovisual sector means supporting the culture, economy, and identity of our territories.

May this edition of MIA mark a decisive, tangible, and shared step forward for both Lazio and the audiovisual industry.



Matteo Zoppas

President of ITA-Italian Trade Agency



Made in Italy is not only synonymous with manufacturing quality and industry: it is also culture, creativity and innovation. With this spirit, ITA – Italian Trade Agency is renewing, once again in 2025, its support for MIA – Mercato Internazionale dell’Audiovisivo, confirming a long-standing collaboration with ANICA and APA.

This partnership is a strategic tool for promoting Italian audiovisual excellence, fostering co-productions and international collaborations, and strengthening the competitiveness of companies in foreign markets within the framework of Growth Diplomacy promoted by Minister Antonio Tajani.

The eleventh edition of MIA further establishes Rome as the capital of international audiovisuals, involving iconic venues such as Cinema Barberini, Palazzo Barberini, and Hotel Bernini. Here, thanks to ITA’s support, around 240 foreign professionals from over 40 countries - selected through our overseas network - will take part: producers, distributors, sales companies, broadcasters, platforms, funds, institutions and specialized journalists. This commitment makes MIA not just an event, but a global platform capable of connecting the entire supply chain.

Over the years, MIA has grown and solidified, welcoming over 2,000 professionals from around 60 countries to each edition. This trajectory confirms the role of MIA - and of Made in Italy - as a strategic hub for the export of audiovisual products, the promotion of coproductions and the initiation of business relations with key international players.

ITA’s support is not limited to incoming participation: it includes communication, promotion and staging to ensure maximum visibility for Made in Italy and create concrete development opportunities for the entire supply chain - from costume designers to voice actors, from choreographers to musicians, editors and technicians - thus strengthening the national audiovisual ecosystem.

In this context, MIA stands out for the high quality of its editorial program: pitching forums dedicated to co-productions, content showcases, market screenings, networking activities, and a rich schedule of conferences and workshops with leading figures from the international industry.

Alessandro Usai

President, ANICA (National Association of Cinematographic, Audiovisual and Digital Industries)

This eleventh edition of MIA, organized in collaboration with APA, represents for me a particularly meaningful moment: it is indeed my first participation in the Market as President of ANICA, a role that I am deeply honored to hold and which further strengthens my sense of responsibility in supporting the Italian Audiovisual Industry at one of today's internationally recognized strategic platforms.

Participating in MIA means not only taking part in an event of great prestige, but also sharing a space that, year after year, has secured a position of utmost importance on the global stage, establishing itself as a privileged meeting point for professionals, creatives, producers, distributors, and broadcasters from all over the world.

MIA is a unique venue, a crossroads where talents, stories, ideas, and projects converge, reflecting the extraordinary diversity and richness of today's audiovisual language. It is here that relationships are forged, collaborations are strengthened, and shared paths are initiated, often extending well beyond the boundaries of the market and evolving into artistic and industrial experiences capable of leaving a lasting impact.

MIA's capacity to generate new opportunities for growth and cooperation is, today more than ever, crucial, as we operate within a complex and highly competitive global environment where innovation, strategic vision, and international openness are indispensable to meet future challenges.

In this context, the value of MIA lies not only in its role as a market, but also in its ability to anticipate sectoral changes, identify emerging trends, and propose solutions capable of accompanying the evolution of the cultural and creative industries. It is precisely this forward-looking attitude, this continuous drive forward, that has made it an indispensable point of reference for all those operating in the audiovisual field.

ANICA will continue to support this path with conviction and with the awareness that investing in MIA means investing in the future of our sector. It means strengthening Italy's role as a creative and production hub at the heart of international dynamics, promoting Made in Italy not only as a mark of excellence, but also as a model of quality, innovation, and capacity for dialogue with the world. In recent years our industry has demonstrated extraordinary resilience and a strong propensity for change: today more than ever we have the opportunity to consolidate this trajectory, making MIA an increasingly strategic instrument for the growth and visibility of our Country.



Chiara Sbarigia

President, APA (Audiovisual Producers Association)



Eleven years ago, at a pivotal moment for the Italian audiovisual industry, we chose to bring together the expertise of the two leading trade associations to build a shared vision. This is how MIA was born: not merely a marketplace, but a strategic project designed to consolidate a stable platform for international dialogue and to provide our sector with a tool for growth and global positioning.

Today, the key issue on which the industry must reflect is product quality. The figures speak for themselves: in 2024 overall growth was close to 10%. This result is explained not only by increased volumes, but above all by a decisive leap in the quality of the works produced. Our sector has undergone a structural transition, moving away from a demand-driven model towards a product-driven system, in which the value of content makes the difference. A greater variety of titles, genres and languages means a richer offering, measured against increasingly high international standards. The quality of Italian production translates into stories capable of speaking to diverse audiences while at the same time enhancing the cultural roots of our country. Scripted series, documentaries, animation and unscripted content all confirm that the growth of the national audiovisual sector is grounded precisely in its ability to set ambitious goals and to engage with markets at the level of the best international productions.

MIA, created in collaboration with ANICA, is the most tangible example of this journey. Conceived to provide a platform for encounters between Italian professionals and leading international players, it is today recognized as a key event on the calendars of industry stakeholders. Its success stems from the value of the relationships it fosters, the quality of the projects selected, and its ability to interpret and guide market changes. APA will continue to invest in this direction: supporting and promoting the quality of Italian productions, strengthening the competitiveness of companies in international markets, creating opportunities for young talent, and further consolidating its partnership with the institutional and industrial actors who have believed in this path.

The challenge ahead is to continue along this trajectory, continually raising the qualitative and innovative standards of our works so that Italian audiovisual production remains recognized worldwide as a mark of excellence.

Gaia Tridente

Director MIA | Mercato Internazionale Audiovisivo

We are navigating a period of profound transformation: new financial balances, fragmented audiences, a redefinition of windows, and rapid technological advancement. In a complex economic and geopolitical context, MIA has chosen not to step back but to move forward, implementing concrete initiatives for the benefit of our accredited participants: more targeted networking tools, highly curated matchmaking sessions, an enriched program with new pitching forums, and executive training tracks.

We have also introduced dedicated focus areas on sustainability and applications of AI across the creative and production pipeline, and we are launching a new market program entirely devoted to literary adaptations, to connect publishers, agencies, and producers. It is a further step to expand our ability to identify new stories and turn them into projects: immediately actionable skills, concrete deals, and a more connected industry ecosystem.

At the same time, MIA is not only a curated-market, but a cultural infrastructure: a platform where projects grow from an embryonic stage to become works for cinema, television, and digital platforms. By fostering exchanges and building connections, MIA generates both industrial opportunities and cultural value, strengthening Italy's role as a hub of European and international creativity. Its mission is to support diversity, cooperation, and the circulation of works and talents, ensuring that creativity and industry advance together.

Just as all roads once led to Rome, today all stories converge at MIA. From the heart of Rome, new worlds, voices, and projects come alive – shaping the future of animation, film, drama, and documentary. For five days, MIA transforms into the global hub for film and TV production and co-production, theatrical distribution, streaming, IPs and content, innovation and technology, creativity and talent, training, and networking.

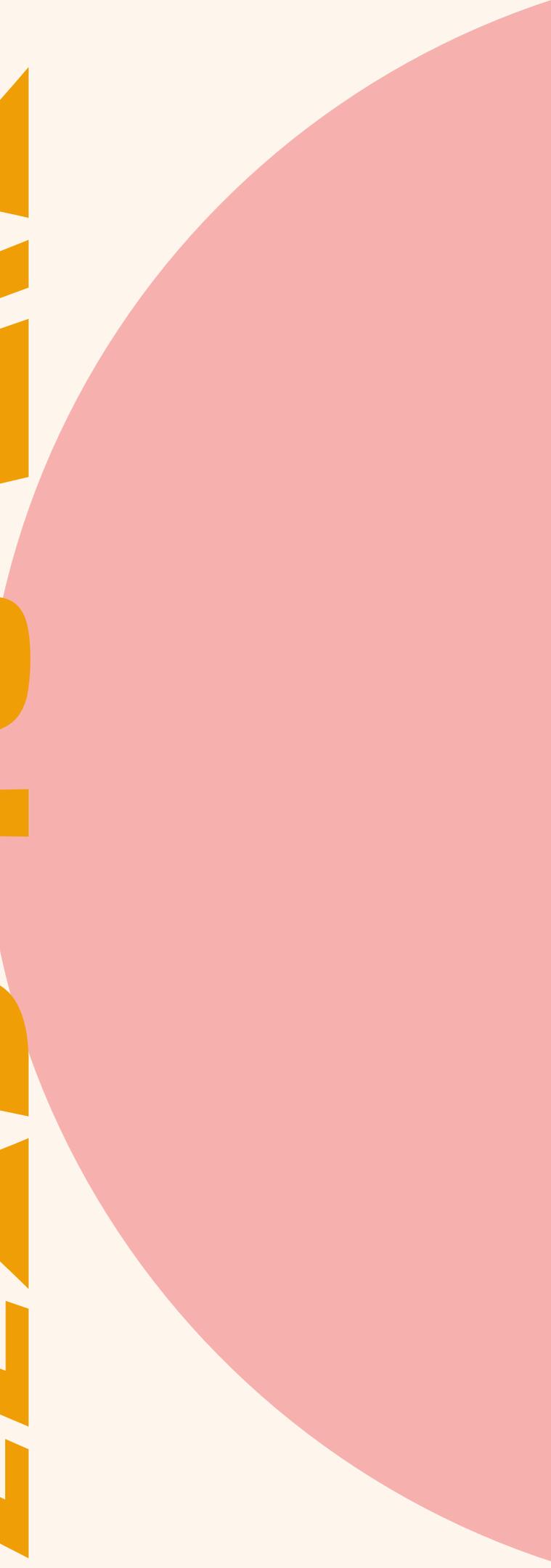
All stories lead to MIA is not only this edition's claim: it is our direction. At MIA, ideas, projects, and talents meet partners, resources, and concrete pathways to market. From Italy to the global landscape, MIA is the common destination of creativity and industry, built on essential, transparent, and effective processes: less fragmentation, more value.

To all accredited participants: this MIA is designed for you.

In presenting the 2025 edition of MIA, I want to extend my warmest thanks to APA and ANICA, and in particular their Presidents, Chiara Sbarigia and Alessandro Usai, for the trust, support, and constant dialogue that make this market possible. My heartfelt thanks also go to our institutional partners, to our professional community and to the MIA team, whose energy and commitment give meaning and strength to MIA.

Enjoy the work ahead.





**ALL STORIES
LEAD TO MI**



www.anica.it



ANICA

Associazione Nazionale Industrie
Cinematografiche Audiovisive e Digitali

7°

RAPPORTO SULLA PRODUZIONE AUDIOVISIVA NAZIONALE

07.10.2025

→ h. 11:30

CINEMA BARBERINI

*

SALA 5



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PROJECTS FROM THE NETHERLANDS

MIA MARKET 2025

DRAMA CO-PRODUCTION MARKET & PITCHING FORUM



HITLER'S HORSES: AN ARTHUR BRAND STORY

WRITTEN BY ED McCARDIE

PRODUCED BY SUBMARINE



RED LIGHT EMPIRE

DIRECTED BY TIM OLIEHOEK

WRITTEN BY MICHAEL LEENDERTSE & SARAH OFFRINGA

PRODUCED BY LEMMING FILM

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MA Company
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Lousa**
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Content RTVE-Clan
(Spain)



Roberto Genovesi
Director, Rai Kids
(Italy)



Patricia Hidalgo
Director, BBC Children
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Cecilia Padula
VP Head Kids & Family
brands South Europe,
Middle East & Africa,
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Jinsu Shin
Commissioning Editor,
Acquisition Executive
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Executive Producer
and Director
(UK)



Luigi Del Plavignano
Director Rai
Documentari, Rai
(Italy)



Cecilie Olsen
SVP of Global Content,
Non-Scripted, ITV Stu-
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(United Kingdom)



Mikael Österby
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International SVT
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Fabrizio Zappi
Director Rai Cultura, Rai
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Manuel Alduy
Head of Cinema and
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Télévisions (France)



Maria Pia Ammirati
Head of Drama, RAI
(Italy)



Daniele Cesarano
Head of Drama,
Mediaset
(Italy)



Marianne Furevold-Boland
Head of Drama, NRK,
Norway



Nils Hartmann
Executive Vice President
Italy, Sky Studios
(Italy)



Davide Nardini
Head of Scripted
Originals, Amazon
Studios
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Jarmo Lampela
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(Finland)



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Creative, Banijay,
(UK)



Katherine Pope
President, Sony Pictures
Television (USA)



Andrea Scrosati
Group COO and CEO
Continental Europe,
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Henriette Marienlund
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Yana Georgieva
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Joseph Rouschop
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Yuji Sadai
Founder & CEO, Producer, Bitters End (Japan)



Andrea Scarso
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Stefan Schmitz
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Rodrigo Teixeira
Founder & Producer, RT Features (Brasile)



Rob Williams
Content Strategy & Sales Executive, NEON (USA)

MONDAY 06.10

● Animation ● Doc & Factual ● Drama ● Film ● Innovation ● Special Programs ● Hosted

| | Animation | Doc & Factual | Drama |
|-----------|---|---|--|
| Morning | | | |
| | | | |
| | 10:30 AM Cinema Barberini, Screening Room 5 MIA 11th Edition Opening Press Conference | | |
| | | | |
| Afternoon | | | |
| | | | |
| | 2:30 – 6:30 PM Palazzo Barberini, Co-Production Rooms One-on-One Meetings Animation Co-Production Market | 2.30 – 6:30 PM Palazzo Barberini, Co-Production Rooms One-on-One Meetings Doc Co-Production Market | 2:30 – 5:00 PM Palazzo Barberini, Co-Production Rooms One-on-One Meetings Drama Co-Production Market |
| | 2:30 – 7:00 PM Sina Bernini Bristol Hotel, Conference Room <i>Dafne</i> MIA B2B Exchange CEE Animation Lab 2025 | 3:00 – 4:00 PM Cinema Barberini, Screening Room 6 The (Second) Italian Job: Stolen, Heist of the Century. An Italian Shooting Case History | |
| | 3:00 – 5:00 PM Cinema Barberini, Screening Room 4 The Brand Experience S#1 Building IPs for Licensing Success + The Brand Experience S#2 Intergenerational IPs Across Media | 4:30 – 5:30 PM Cinema Barberini, Screening Room 6 New Challenges and Opportunities for the Italian Market | |
| | | | |
| | | | |
| | | | |

CALENDAR

TUESDAY 07.10

● Animation ● Doc & Factual ● Drama ● Film ● Innovation ● Special Programs ● Hosted ● Buyer's Club ● Networking Events

| Animation | Doc & Factual | Drama | Film | Innovation for Creative Industries |
|--|---|---|---|--|
| | | | | 9:00 AM – 6:00 PM Palazzo Barberini, XR Rooms MIA XR Showcase |
| 9:30 AM – 12:30 PM Cinema Barberini, Screening Room 4 Animation Pitching Forum | 9:00 – 11:00 AM Cinema Barberini, Screening Room 6 Doc Pitching Forum #1 | 9:30 AM – 1:30 PM Palazzo Barberini, Co-Production Rooms One-on-One Meetings Drama Co-Production Market | 9:30 AM – 1:30 PM Palazzo Barberini, Co-Production Rooms One-on-One Meetings Film Co-Production Market | 9:30 – 11:15 AM Palazzo Barberini, Conference Room Vertical AI Workshops #1 Development with AI |
| | | 10:00 – 11:00 AM Cinema Barberini, Screening Room 1 The Nordic Blueprint | | |
| | 11:30 AM – 1:30 PM Palazzo Barberini, Co-Production Rooms One-on-One Meetings Doc Co-Production Market | | | 11:45 AM – 1:30 PM Palazzo Barberini, Conference Room Vertical AI Workshops #2 Production with AI |
| 2:30 PM – 6:30 PM Palazzo Barberini, Co-Production Rooms One-on-One Meetings Animation Co-Production Market | 2:00 – 4:00 PM Cinema Barberini, Screening Room 6 Doc Pitching Forum #2 | 2:00 – 3:00 PM Cinema Barberini, Screening Room 5 Packaging Successful Stories: From Idea to International Markets | 2:00 – 3:00 PM Cinema Barberini, Screening Room 1 Indie Voices in a Shifting Industry | |
| | 11:30 AM – 1:30 PM Palazzo Barberini, Co-Production Rooms One-on-One Meetings Doc Co-Production Market | 2:30 PM – 6:30 PM Palazzo Barberini, Co-Production Rooms One-on-One Meetings Drama Co-Production Market | 3:30 – 6:00 PM Cinema Barberini, Screening Room 5 Film Pitching Forum Sessions #1 & #2 | |
| 3:00 – 4:00 PM Cinema Barberini, Screening Room 4 The Artist's POV on Technological Innovation | 4:30 – 5:30 PM Cinema Barberini, Screening Room 6 What's The Future of History? | | | |

TUESDAY 07.10

● Animation
 ● Doc & Factual
 ● Drama
 ● Film
 ● Innovation
 ● Special Programs
 ● Hosted
 ■ Buyer's Club
 ✦ Networking Events

| Special Programs | Buyers Club | Hosted | Networking Events |
|--|--|---|--|
| | | | |
| 9:30 AM – 1:30 PM Palazzo Barberini, Sala del Trono One-on-One Meetings Book Adaptation Forum | | 9:00 AM – 6:00 PM Sina Bernini Bristol Hotel, Conference Room <i>Apollo</i> Apollo Series Workshop - Session #2 | |
| | 11:30 AM – 1:37 PM Cinema Barberini, Screening Room 2 The Money Maker L'affaire Bojarski © 127' - by Jean-Paul Salomé, The Bureau Sales | 11:30 AM – 1:39 PM Cinema Barberini, Screening Room 3 Tired Of Killing Ammazzare Stanca. Autobiografia Di Un Assassino © 129' - by Daniele Vicari, Beta Cinema Market screening | 11:30 AM – 1:30 PM Cinema Barberini, Screening Room 5 APA: 7th Report on the Italian Audiovisual Industry |
| | 11:30 AM – 1:20 PM Cinema Barberini, Screening Room 7 Elisa Subtitle © 110' - by Leonardo Di Costanzo Rai Cinema International Distribution | | |
| 2:30 – 6:30 PM Palazzo Barberini, Sala del Trono One-on-One Meetings Book Adaptation Forum | 2:00 – 3:49 PM Cinema Barberini, Screening Room 2 A Sad And Beautiful World © 109' - by Cyril Aris, Paradise City Sales | 2:00 – 3:52 PM Cinema Barberini, Screening Room 3 Show Me The Truth Fuori La Verità © 112' - by Davide Minnella, PiperPlay | 2:00 PM – 6:00 PM Sina Bernini Bristol Hotel, Conference Room <i>Enea</i> Ebu Plenary - Session 1 |
| 3:30 – 5:30 PM Palazzo Barberini, Conference Room Book Adaptation Forum Pitching Session | 2:00 – 3:36 PM Cinema Barberini, Screening Room 7 Roberto Rossellini Living Without A Script Roberto Rossellini, Più Di Una Vita © 96' - by Ilaria de Laurentiis, Raffaele Brunetti, Andrea Paolo Massara, Fandango | | |
| | 4:00 – 5:42 PM Cinema Barberini, Screening Room 2 The Lesson La Lezione © 102' - by Stefano Mordini, Vision Distribution | | |
| | 4:00 – 6:00 PM Cinema Barberini, Screening Room 3 For You Per Te © 116' - by Alessandro Aronadio, PiperPlay | 5:30 – 6:30 PM Cinema Barberini, Screening Room 1 And... Action! Accessibility as a Challenge and Opportunity for the Audiovisual Sector | 6:00 – 7:30 PM Cinema Barberini, Terrace Networking Cocktail One Land, Many Stories: Lucana Film Commission Upon Invitation Only |
| | 4:00 – 5:37 PM Cinema Barberini, Screening Room 7 Nino © 97' - by Pauline Loquès, The Party Film Sales | 5:30 – 6:30 PM Cinema Barberini, Screening Room 4 If Your Content is Stolen, Who You Gonna Call? | 8:00 – 10:00 PM Swedish Embassy Cocktail Upon Invitation Only |
| | | | From 9:00 PM Arciliuto Jazz Club Film Commission Torino Piemonte Birthday Party Upon Invitation Only |

WEDNESDAY 08.10

● Animation
 ● Doc & Factual
 ● Drama
 ● Film
 ● Innovation
 ● Special Programs
 ● Hosted
 ■ Buyer's Club
 ★ Networking Events

| Special Programs | Buyers Club | Hosted | Networking Events |
|--|--|--|---|
| | | | |
| 9:30 AM – 1:30 PM Palazzo Barberini, Sala del Trono One-on-One Meetings Book Adaptation Forum | 9:00 – 09:20 AM Cinema Barberini, Screening Room 3 Minerva Pictures Comin'UP ⌚ 20' | 9:30 AM – 1:30 PM Sina Bernini Bristol Hotel, Conference Room <i>Enea</i> Ebu Plenary Session 2 | |
| 10:00 – 11:30 AM Palazzo Barberini, Conference Room Shoot The Book! Pitching Day | 9:30 – 9:50 AM Cinema Barberini, Screening Room 3 True Colours Glorious Films S.r.l. Comin'UP ⌚ 20' | 10:00 – 10:20 AM Cinema Barberini, Screening Room 3 Vision Distribution Comin'UP ⌚ 20' | 10:30 – 11:30 AM Cinema Barberini, Screening Room 1 Co-production Fund with Latam |
| | 11:00 – 11:20 AM Cinema Barberini, Screening Room 3 Piperplay Comin'UP ⌚ 20' | 10:30 – 10:50 AM Cinema Barberini, Screening Room 3 Rai Cinema International Distribution Comin'UP ⌚ 20' | 10:30 – 11:30 AM Cinema Barberini, Screening Room 6 Youtube: The New Global Distribution Window for Film & Tv Series |
| 12:00 – 1:00 PM Palazzo Barberini, Conference Room Scenari Transalpini | | | 12:30 – 2:30 PM Palazzo Barberini, Le Serre Book Adaptation Forum Networking Lunch Upon Invitation Only |
| | | | |
| 2:30 – 6:30 PM Palazzo Barberini, Sala Ovale One-on-One Meetings Shoot The Book | 2:00 – 3:29 PM Cinema Barberini, Screening Room 2 The Eyes Of Others Gli Occhi Degli Altri ⌚ 89' - by Andrea De Sica, Vision Distribution | 2:00 – 3:35 PM Cinema Barberini, Screening Room 3 Whispers In The Woods Le Chant Des Forets ⌚ 95' - by Vincent Munier, The Bureau Sales | |
| 2:30 – 6:30 PM Palazzo Barberini, Networking Lounge One-on-One Meetings Scenari Transalpini | 2:00 – 3:34 PM Cinema Barberini, Screening Room 7 MALAVIA ⌚ 94' - by Nunzia De Stefano, Fandango | | |
| 4:00 – 6:00 PM Cinema Barberini, Screening Room 6 UNBOX Pitching Session | | 04:00 – 5:39 PM Cinema Barberini, Screening Room 2 Lady Nazca ⌚ 99' - by Damien Dorsaz, Pulsar Content | 4:30 – 5:30 PM Cinema Barberini, Screening Room 1 Lazio Pitching Forum |
| | | 4:00 – 5:31 PM Cinema Barberini, Screening Room 3 Our Hero, Balthazar ⌚ 91' - by Oscar Boyson, Visit Films | |
| | 5:45 – 7:15 PM Cinema Barberini, Screening Room 3 Three Goobyes Tre Ciotole ⌚ 90' - by Isabel Coixet, Vision Distribution | 4:00 – 5:40 PM Cinema Barberini, Screening Room 7 Beloved Amata ⌚ 100' - by Elisa Amoruso Rai Cinema International Distribution | 6:00 – 7:30 PM Palazzo Barberini, Le Serre Lazio Pitching Forum Networking Cocktail Upon Invitation Only |
| | 6:00 – 7:49 PM Cinema Barberini, Screening Room 7 Twin Stars Stella Gemella ⌚ 109' - by Luca Lucini, PiperPlay | | |
| | 6:00 – 7:38 PM Cinema Barberini, Screening Room 2 A Brief Affair Breve Storia d'Amore ⌚ 98' - by Ludovica Rampoldi, True Colours Glorious Film | | 8:00 – 10:00 PM Cinema Barberini, Terrace French Business Mixer Upon Invitation Only |

THURSDAY 09.10

● Animation
 ● Doc & Factual
 ● Drama
 ● Film
 ● Innovation
 ● Special Programs
 ● Hosted
 ■ Buyer's Club
 ✦ Networking Events

| Animation | Doc & Factual | Drama | Film | Innovation for Creative Industries |
|--|--|--|---|--|
| | | | | 9:00 AM – 1:30 PM Palazzo Barberini, XR Rooms MIA XR Showcase |
| 9:30 AM – 4:30 PM Palazzo Barberini, Co-Production Rooms One-on-One Meetings Animation Co-Production Market | 9:30 – 10:30 AM Palazzo Barberini, Co-Production Rooms One-on-One Meetings Doc Co-Production Market | 10:30 AM – 1:30 PM Palazzo Barberini, Co-Production Rooms One-on-One Meetings Drama Co-Production Market | 9:30 AM – 1:30 PM Palazzo Barberini, Co-Production Rooms One-on-One Meetings C EU Soon Film Co-Production Market | |
| 10:00 – 11:00 AM Cinema Barberini, Screening Room 4 ANiMPACT: A Common European Approach to Sustainable Animation | 9:30 – 10:30 AM Cinema Barberini, Screening Room 6 Factual Frontiers: Unlocking Global Growth | | | 10:30 AM – 12:30 PM Palazzo Barberini, Conference Room Vertical Ai Workshops #4. Blockchain-AI Synergy in IP Management: Hyper-personalizing Content Funding and Distribution for Meaningful Impact |
| 11:30 AM – 12:30 PM Cinema Barberini, Screening Room 4 Turning Crisis into Opportunity: Navigating Industry Shifts in Animation | 10:30 – 11:30 AM Cinema Barberini, Screening Room 6 International Factual Forum | | | |
| | 11:30 AM – 1:30 PM Palazzo Barberini, Co-Production Rooms One-on-One Meetings Doc Co-Production Market | | | |
| | 12:00 – 1:00 PM Cinema Barberini, Screening Room 6 Getting Docs to Theatres: Strategies and Opportunities | | | |
| | 2:00 – 3:00 PM Cinema Barberini, Screening Room 6 Conversation with Thom Zimny | | 2:30 – 3:30 PM Palazzo Barberini, Co-Production Rooms One-on-One Meetings Film Co-Production Market | |
| | | 2:30 – 3:30 PM Cinema Barberini, Screening Room 5 Drama Pitching Forum #2 | | |
| | 3:30 – 5:30 PM Palazzo Barberini, Co-Production Rooms One-on-One Meetings Doc Co-Production Market | | 3:00 – 4:00 PM Cinema Barberini, Screening Room 4 The Independent Film Distribution Arena: Embracing Change | 3:00 – 4:00 PM Palazzo Barberini, Conference Room Immersive Futures: XR, Distribution, and the Audiovisual Industry |
| 4:30 – 5:30 PM Cinema Barberini, Screening Room 4 The New Production Pipeline: How Game Engines re Reshaping Animation's Business | | 4:30 – 6:00 PM Cinema Barberini, Screening Room 5 GREENLit | 4:00 – 5:30 PM Cinema Barberini, Screening Room 1 Film Archives: Preserving the Past, Shaping the Future | |
| 5:30 – 6:30 PM Palazzo Barberini, Co-Production Rooms One-on-One Meetings Animation Co-Production Market | | | 3:30 – 4:30 PM Palazzo Barberini, Co-Production Rooms One-on-One Meetings Film Co-Production Market | |
| 6:15 – 7:15 PM Cinema Barberini, Screening Room 5 The Children's Pubcasters Meeting | | 5:30 – 6:30 PM Palazzo Barberini, Co-Production Rooms One-on-One Meetings Drama Co-Production Market | | |

THURSDAY 09.10

● Animation
 ● Doc & Factual
 ● Drama
 ● Film
 ● Innovation
 ● Special Programs
 ● Hosted
 ■ Buyer's Club
 ✦ Networking Events

| Special Programs | Buyers Club | Hosted | Networking Events |
|---|--|---|---|
| 9:30 AM – 1:30 PM Palazzo Barberini, Sala del Trono One-on-One Meetings UNBOX | 9:30 – 11:14 AM Cinema Barberini, Screening Room 3 Keep Quiet © 104' - by Vincent Grashaw, Visit Films | 10:00 – 11:00 AM Cinema Barberini, Screening Room 1 The Great (South Tyrolean) Beauty | |
| 9:30 AM – 1:30 PM Palazzo Barberini, Sala Ovale One-on-One Meetings Shoot The Book | 9:30 – 11:17 AM Cinema Barberini, Screening Room 7 Love In Separate Beds Due Cuori E Due Capanne © 107' - by Massimiliano Bruno, Vision Distribution | | |
| 9:30 AM – 1:30 PM Palazzo Barberini, Networking Lounge One-on-One Meetings Scenari Transalpini | 10:00 – 10:59 AM Cinema Barberini, Screening Room 2 The Martese Woods Bosco Martese © 59' - by Fariborz Kamkari, Acek S.R.L. | 11:30 AM – 1:04 PM Cinema Barberini, Screening Room 2 Mortician Subtitle © 94' - by Abdolreza Kahani, Visit Films | 11:00 AM – 1:00 PM Cinema Barberini, Screening Room 5 Audiovisual Audience: Attendance, Profiles and Frequency in Theatres |
| | | 11:30 AM – 1:12 PM Cinema Barberini, Screening Room 3 A Year Of School Un Anno Di Scuola © 102' - by Laura Samani, Rai Cinema International Distribution | 12:30 – 2:30 PM Cinema Barberini, Terrace Get Together |
| | 1:30 – 3:12 PM Cinema Barberini, Screening Room 7 A Survivor's Tale L'île De La Demoiselle © 102' - by Micha Wald, Pulsar Content | 11:30 AM – 1:06 PM Cinema Barberini, Screening Room 7 Hen Kota © 96' - by György Pálfi, Lucky Number | 11:00 AM – 12:30 PM Sina Bernini Bristol Hotel, Conference Room <i>Enea</i> European Producers Club Head of Drama Meeting |
| 2:30 – 6:30 PM Palazzo Barberini, Sala del Trono One-on-One Meetings UNBOX | 1:45 – 3:41 PM Cinema Barberini, Screening Room 2 For You Per Te © 116' - by Alessandro Aronadio, PiperPlay | | 1:00 PM Cinema Barberini, Screening Room 5 Round Table Discussion |
| 2:30 – 6:30 PM Palazzo Barberini, Sala Ovale One-on-One Meetings Shoot The Book | 2:00 – 3:32 PM Cinema Barberini, Screening Room 3 Wild Foxes La Danse Des Renards © 92' - by Valéry Carnoy, The Party Film Sales | 3:45 – 5:44 PM Cinema Barberini, Screening Room 7 Palestine 36 © 119' - by Annemarie Jacir, Lucky Number | 2:00 – 3:00 PM Cinema Barberini, Screening Room 1 Manifatture Digitali Cinema: Talent, Technique and Territory |
| 2:30 – 6:30 PM Palazzo Barberini, Networking Lounge One-on-One Meetings Scenari Transalpini | | 3:50 – 5:40 PM Cinema Barberini, Screening Room 3 Illusion Illusione © 119' - by Annemarie Jacir, Lucky Number | 3:30 – 4:30 PM Cinema Barberini, Screening Room 6 From Idea to Screen: The Role of the Original Producer |
| | 5:45 – 7:19 PM Cinema Barberini, Screening Room 2 Queen Of Coal Miss Carbón © 94' - by Agustina Macri, Fandango | 4:00 – 5:30 PM Cinema Barberini, Screening Room 2 Ni Primera Ni Dama The Last First Lady Ni Primera Ni Dama L'ultima First Lady © 90' - by Barbara Cupisti, Rai Cinema International Distribution | 5:00 – 6:00 PM Cinema Barberini, Screening Room 6 Territories on Set: Tools and Opportunities for A Film-friendly Future |
| | 6:00 – 7:25 PM Cinema Barberini, Screening Room 7 Bouchra © 85' - by Meriem Bennani and Orian Barki, Lucky Number | | 6:00 – 7:00 PM Cinema Barberini, Screening Room 1 Films Are More Than Box Office: Where Do New Talents Find Their Space? Production And Distribution in Dialogue |



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6.10

MONDAY

► 10:30 AM

Cinema Barberini

Screening Room 5

● MIA 2025 / Press Conference

MIA 11th Edition

Opening Press Conference

The opening press conference of MIA | Mercato Internazionale Audiovisivo, now in its eleventh edition, will focus on this year's panels, talks and showcases.

Institutional Remarks:

On. Sen. Lucia Borgonzoni, Undersecretary of State, Ministry of Culture; Lorenzo Galanti, CEO & General Director, Italian Trade Agency (ITA); Alessandro Usai, President, ANICA Chiara Sbarigia, President, APA

Main Sponsor Greetings:

Lorenza Lei, Chief Executive Officer, Fondazione Roma Lazio Film Commission; Roberto Fiorini, Regional Manager Centro Italia, UniCredit

Moderator:

Gaia Tridente, Director, MIA | Mercato Internazionale Audiovisivo



► 2:30 PM - 3:30 PM

Cinema Barberini

Screening Room 1

● INNOVATION FOR CREATIVE / Talk

Introduction to the use of AI in Audiovisual Production

An introductory session to help producers, distributors, filmmakers, authors, creators, funders, and policy makers understand the practical applications of AI across the audiovisual value chain. This session introduces the VERTICAL AI workshops.

Speaker:

Sami Arpa | CEO and founder, Largo.ai (Switzerland)



Followed by

Networking Coffee with Creative Europe MEDIA Desk Italy

► 3:00 PM - 5:00 PM

Cinema Barberini

Screening Room 4

● ANIMATION / Talk

The Brand Experience S#1 Building IPs for Licensing Success

In "The Brand Experience" we explore the journey of cross-media IPs that have successfully expanded through audiovisual adaptations as well as licensing and publishing. How can locally developed IPs become global

licensing successes? This session explores how storytelling, publishing, and audiovisual strategies can align to scale brands internationally- while preserving their original identity and embracing a licensing-first approach from the earliest stages of development.

Introduction by:

Maura Regan | President, Licensing International (USA)

Speakers:

Enrico Racca | Editorial Director Children's Book, Mondadori Libri (Italy); Francesco Manfio | General Manager, Gruppo Alcini (Italy); Mikael Shields | CEO, Acamar Films (UK)

Moderator:

Federica Pazzano | Conference Programming Lead - Animation Division | MIA | Mercato Internazionale Audiovisivo (USA/Italy)

Followed by

The Brand Experience S#2 Intergenerational IPs Across Media

Can animation be both the starting point and destination of a brand's journey? This session explores how franchises evolve across generations and platforms - from toys, publishing, and games into animation, and from screen to shelf - building long-lasting global IPs with cross-generational appeal.

Speaker:

Helene Juguet | Managing Director, Ubisoft Film & TV Paris (France); Iginio Straffi | Founder & CEO, Rainbow Group (Italy); Mitsuru Oda | President, Skybound Japan Inc. (Japan); Carlos Biern | Content & Media Sales Director, DeAPlaneta Kids & Family (Spain)

Moderator:

Federica Pazzano | Conference Programming Lead - Animation Division, MIA | Mercato Internazionale Audiovisivo (USA/Italy)



► 3:00 PM - 4:00 PM

Cinema Barberini

Screening Room 6

● DOC / Talk

The (Second) Italian Job: Stolen, Heist of the Century. An Italian Shooting Case History

After the success of Vatican Girl, whose images world premiered at MIA, producer Chiara Messineo and Director Mark Lewis talk about their second collaboration for another Netflix title: Stolen: heist of the century coproduced by Amblin documentary

Speakers:

Chiara Messineo | Executive Producer (UK); Davide Valentini | Head of tv Documentary/Factual Series, EiE film (Italy); Mark Lewis | Film Director and Executive Producer, Raw TV (UK); Paolo Manera | Director, Film Commission Torino Piemonte (Italy);

Moderator:

Marco Spagnoli | Head of Doc & Factual and Deputy Director, MIA | Mercato Internazionale Audiovisivo (Italy)



► 4:00 PM - 5:00 PM

Cinema Barberini

Screening Room 1

● FILM / Talk

Italian Cinema at the Crossroads: A Reality Check

From access to public and private funding to the capacity to draw both talent and audiences, as well as the positioning of Italian cinema in global markets: what strengths and weaknesses define the sector today? Which priorities are taking shape for the future, in light of shifting market dynamics, the transformation brought by streaming platforms, and changing support policies? Leading industry voices will explore the current scenario, outline strategies, and reflect on the prospects for Italian cinema within a constantly evolving landscape.

Speakers:

Gabriele D'Andrea | VP, Managing Director, MUBI Italia, CEO, Circuito Cinema (Italy); Paolo Del Brocco | CEO, Rai Cinema (Italy); Federica Lucisano | CEO, Lucisano Film Group (Italy); Laura Mirabella | Marketing Director, Vision Distribution (Italy); Annamaria Morelli | CEO, The Apartment (Italy); Massimiliano Orfei | CEO, PiperFilm (Italy)

Moderator:

Alessandra De Luca | Journalist, Ciak, Avvenire (Italy)



► 4:00 PM - 5:00 PM

Palazzo Barberini

Conference Room

● BOOK ADAPTATION FORUM / Talk

The Art of Literary Adaptation

This panel brings together leading producers and executives to explore how great stories travel from bookshelves to global audiences. Experts will discuss the creative opportunities and challenges of adapting literature for film and television, examining the dynamics of rights acquisition, the evolving role of publishers, and the strategies that turn literary gems into acclaimed screen successes

Speakers:

Luke Franklin | Executive Producer, See-Saw Films (UK); Raffaella De Angelis | Head of Literary Acquisitions, Global Drama & Film, Fremantle (UK); Leonardo Guerra Seràgnoli | Founder & Producer, Cinedora (Italy); Carlo Carabba | Publisher, Treccani Libri (Italy); Nicola Serra | Producer, Palomar (Italy); Laurent Duvault | Directeur Du Développement, Mediatoon Audiovisuel Rights (France)

Moderator:

Gaia Tridente | Director, MIA | Mercato Internazionale Audiovisivo (Italy)



6.10

MONDAY

4:30 PM – 05:30 PM Cinema Barberini
Screening Room 6

● DOC / Talk

New Challenges and Opportunities for the Italian Market

The new challenges and opportunities in the Italian DOC market, from regulatory developments to strategies for territorial enhancement. Industry experts and protagonists will share insights and best practices to transform challenges into opportunities for growth and international expansion.

Speakers:

Giòia Avvantaggiato | President & Executive Producer, GA&A (Italy); Jacopo Chessa | Director, Veneto Film Commission and President, Italian Film Commissions (Italy); Simona Ercolani | CEO, Stand by Me (Italy); Gloria Giorgianni | CEO and Producer, Anele (Italy); Mattia Mariotti | Head of Factual, Sky Italia (Italy); Cecilia Penati | Content Development and Production Senior Director, Networks and Streaming, Warner Bros. Discovery Italia (Italy); Luigi Del Plavignano | Director, Rai Documentari, Rai (Italy)

Moderator:

Andrea Biondi | Journalist, Il Sole 24 Ore (Italy)



5:30 PM – 7:00 PM Cinema Barberini
Screening Room 1

● HOSTED / Talk

The Future Does Not Wait. Grow to Compete

UniCredit is set to tackle the issue of scaling up for audiovisual companies during a roundtable discussion with key industry entrepreneurs. During the panel, UniCredit will present DealSync, the matching platform for M&A (Mergers and Acquisitions).

Speakers:

Alessandro Usai | President, ANICA - Founder, No Name Entertainment (Italy); Roberto Sessa | CEO, Picomedia (Italy); Nicola Serra | CEO, Palomar (Italy); Stefania Godoli | Head of Mid Market Strategic Advisory, UniCredit (Italy)

Moderators:

Giampaolo Letta | CEO, Medusa Film - President, Advisory Board UniCredit Centro Italia (Italy); Roberto Fiorini | Regional Manager, UniCredit Centro Italia (Italy)



Sina Bernini Bristol Hotel

9:00 AM – 6:30 PM Sina Bernini Bristol Hotel
Conference Room Apollo

● HOSTED / Lab

Apollo Series Workshop Session #1

Apollo Series is a new training program created by the Series Mania Institute and dedicated to supporting emerging European producers in the development of strong serial projects with genuine international potential, in partnership with MIA and TV Drama Vision of the Göteborg Film Festival. At MIA, two closed-door working days and two days open to the industry market in Rome for the selected participants:

Serena Alfieri (Italy) with Hallyu; Anders Berg (Denmark) with The Acid Clinic; Estephania Bonnett (Spain) with Alex Is Not Alex; Evelin Penttilä (Estonia) with Business as Usual; Jimm Garbis (Sweden) with Yani; Steffen Gerdes (Germany) with The Strange Grimm; Anna Gonchar (Ukraine) with Outlaw Educators; Karoline Kunz (Germany) with Le Grand Cahier; Marcian Lazar (Romania) with Bark; Viktorija Rimkutė (Lithuania) with Not That Kind of People.



2:30 PM – 7:00 PM Sina Bernini Bristol Hotel
Conference Room Dafne

● ANIMATION / Lab

MIA B2B Exchange CEE Animation Lab 2025

For the third year, MIA's B2B Exchange fires the CEE Animation Lab in collaboration with CEE Animation Workshop. B2B Exchange | CEE Animation Lab is a training and networking lab designed to connect producers who are looking to take steps into the Animation industry. Selected participants will engage with industry experts and fellow producers in an interactive panel discussion and a dedicated one-on-one networking activity. They will also be offered the opportunity to receive tailored advice on their project development, with a particular focus on co-production and financing strategies.

Tutors:

Alessandra Principini | Fundraiser, Movimenti Production (Italy); Pablo Jordi | CEO & Co-Founder, Pikkukala (Finland / Spain)

Selected Participants:

Natalia El Baba, Karandash (Ukraine); Andrea Damiano, Giungla Collective srl (Italy); Kristina Husová, Pure Shore (Czech Republic); Kadriann Kibus, Rebel Frame (Estonia); Giulia Negretto, Blackball TV (Italy); Vernante Pallotti, Gastonia Motion Srl (Italy); Jakub Rálek, Divize Animace (Czech Republic); Kinga Tasarek, Mandants (Poland)

By registration only



3:30 PM – 5:00 PM Cinema Barberini
Terrace

Networking Coffee with Creative Europe MEDIA Desk Italy

NET WORKING* EVENTS

7.10

THUESDAY

9:00 AM - 11:00 AM

Cinema Barberini

Screening Room 6

DOC / Pitching Forum

Doc Pitching Forum #1

The Doc Co-Production Market is an event committed to providing exposure to documentary projects in development. Our selection committee selects up to 15 international projects with high artistic standing and distribution potential. MIA Doc Co-Production Market is the most important Italian event dedicated to international documentary projects in development.

Selected Projects:

Baseball Island; Building Venice; Caretakers; Edition 96; Encounter; Hijacked Life; Iman Le Caire; I Will Never Marry - The Burning Story of Palmina Martinelli; The Lawyer; The Maserati Chronicles; Reflections of Gauguin; Sottsass: The Poetry of Things; Spinosaurus The Dinosaur That Swam; Through Silence and Wind; Tsybli.

Moderator:

Rudy Buttignol | International Consultant, NXT (Canada)

Access is not allowed to Talk, Student, or Press badges.



9:30 AM - 12:30 PM

Cinema Barberini

Screening Room 4

ANIMATION / Pitching Forum

Animation Pitching Forum

The Animation Co-Production Market & Pitching Forum 2025 has selected 16 projects from 20 countries. 16 projects are presented in the Animation Pitching Forum.

Selected Projects:

Ancient China of Mars; Argonauts; Deep Woods. Lost and Found; Electro Andes; Izzì's Super Fan Club (O Super Fã Clube da Izzì); Legends of Bulan; Profumina; The Rejects; Roc and Lola (Roc e Lola); Fly!; Like!; Mission New Africa; The Golden Butterfly (Zlatnata Peperutka); The Northern Star (Serveka); The Treasure Of The Wyrms (Il tesoro del bigatto); Yap Yap.

Access is not allowed to Talk, Student, or Press badges.



9:30 AM - 11:15 AM

Palazzo Barberini

Conference Room

INNOVATION FOR CREATIVE INDUSTRIES / Talk

Vertical AI Workshops #1 Development with AI

Exploring how AI can support the development phase of audiovisual projects, providing an innovative angle particularly relevant to MEDIA

development calls, which are of great interest to many of our industry participants. In collaboration with Creative Europe MEDIA Desk Italy.

Speakers:

Sami Arpa | CEO and founder, Largo.ai (Switzerland); Celine Udriot | COO, Largo.ai (Switzerland)

Participation is upon registration only, subject to availability.



10:00 AM - 11:00 AM

Cinema Barberini

Screening Room 1

DRAMA / Talk

The Nordic Blueprint

For the first time on the MIA stage, four Heads of Drama from the leading broadcasters in Northern Europe – NRK, YLE, SVT, and DR – will come together to share their editorial vision, the challenges they face, and the strategies that have made the Nordic model of television globally renowned. The panel will also highlight striking data: in the first quarter of 2025 alone, the four Nordic broadcasters recorded an impressive +24%, while worldwide commissioning fell by -15%.

Speakers:

Marianne Furevold-Boland | Head of Drama, NRK (Norway); Jarmo Lampela | Head of Drama, YLE (Finland); Johanna Gårdare | Head of Drama, SVT (Sweden); Henriette Marienlund | Head of Drama, DR (Denmark)

Moderator:

Josefine Tengblad | Producer & Co-Founder, Nordic Drama Queens (Sweden)



11:30 AM - 1:30 PM

Cinema Barberini

Screening Room 5

HOSTED / Talk

APA: 7th Report on the Italian Audiovisual Industry

On October 7 at 11:30 AM, the President of APA, Chiara Sbarigia, will present the "7th Report on National Audiovisual Production," a key tool offering a snapshot of the 2024-2025 economic and employment figures and current trends.

This will be followed by a discussion with leading industry figures on the theme of production quality. The panel will feature Maria Pia Ammirati (Director, Rai Fiction), Daniele Cesarano (Director of Fiction, Mediaset), Eleonora Andreatta (Vice President for Italian Content, Netflix), Nils Hartmann (Executive Vice President, Sky Studios Italy), and Viktorias Wasilewski (Country Manager, Prime Video Italy).

The session will be moderated by Massimo Scaglioni (Director of Ce.R.T.A. – Centro di Ricerca sulla Televisione e i Media Audiovisivi dell' Università Cattolica del Sacro Cuore, Milano).



11:45 AM - 1:30 PM

Palazzo Barberini

Conference Room

INNOVATION FOR CREATIVE INDUSTRIES / Talk

Vertical AI Workshops #2 Production with AI

A focus on how AI can support production processes, offering a solid and practical perspective for producers. In collaboration with Creative Europe MEDIA Desk Italy.

Speakers:

Sami Arpa | CEO and founder, Largo.ai (Switzerland); Celine Udriot | COO, Largo.ai (Switzerland)

Participation is upon registration only, subject to availability.



2:00 PM - 3:00 PM

Cinema Barberini

Screening Room 1

FILM / Talk

Indie Voices in a Shifting Industry

As traditional models continue to shift and financing daring projects becomes ever more difficult, independent producers worldwide face the challenge of resilience and reinvention. This discussion brings together professionals working across diverse cultures and industries to exchange lessons learned about sustaining ambitious storytelling and ensuring the vitality of indie cinema. The conversation will delve into approaches for defending artistic freedom amid tightening market pressures, building meaningful collaborations across borders, and keeping theatres and audiences connected to culturally rich, distinctive films.

Speakers:

Dyveke Bjørkly Graver | Partner & Producer, Eye Eye Pictures (Norway); Alexandre Moreau | Head of sales, Paradise City (France) Joseph Rouschop | Producer, Tarantula (Belgium); Yuji Sadai | Founder & CEO, Producer, Bitters End (Japan)

Moderator:

Marta Donzelli | Founder & Producer, Vivo Films, (Italy)



2:00 PM – 3:00 PM Cinema Barberini
Screening Room 5

● DRAMA / Talk

Packaging Successful Stories: From Idea to International Markets

An exploration of how a successful series is created today, from concept to the international market, to understand how projects are developed, packaged, and positioned not only to secure a greenlight but also to reach a global audience.

Speakers:

Leo Becker | Head of International Originals and Co-Productions, Federation Studios (France); Brendan Fitzgerald | CEO, Secuoya Studios (Spain); Larry Grimaldi | Creative Affairs and Original Movies, Senior Vice President, Fox Entertainment Studios (US); Christian Rank | Managing Director & Producer, Miso Film (Sweden); Steve Matthews | Head of Scripted, Creative, Banijay (UK); Tesha Crawford | EVP Head of International Television, New Regency (UK)

Moderator:

Marike Muselaers | VP International Financing & Coproductions; Nordisk Film (Sweden)



2:00 PM – 4:00 PM Cinema Barberini
Screening Room 6

● DOC / Pitching Forum

Doc Pitching Forum #2

The Doc Co-Production Market is an event committed to providing exposure to documentary projects in development. Our selection committee selects up to 15 international projects with high artistic standing and distribution potential. MIA Doc Co-Production Market is the most important Italian event dedicated to international documentary projects in development.

Selected Projects:

Baseball Island; Building Venice; Caretakers; Edition 96; Encounter; Hijacked Life; Iman Le Caire; I Will Never Marry - The Burning Story of Palmira Martinelli; The Lawyer; The Maserati Chronicles; Reflections of Gauvain; Sottsass: The Poetry of Things; Spinosaurus The Dinosaur That Swam; Through Silence and Wind; Tsybli.

Moderator:

Rudy Buttignol | International Consultant; NXT (Canada)

Access is not allowed to Talk, Student, or Press badges.



3:00 PM – 4:00 PM Cinema Barberini
Screening Room 4

● ANIMATION / Talk

The Artist's POV on Technological Innovation

In a rapidly evolving landscape, this session explores how emerging technologies—from AI to new digital tools – are reshaping the creative process in animation. Artists reflect on the changing

nature of authorship, creative practices, and artistic identity, highlighting how innovation is opening up new forms of expression and production, but also raising questions – and concerns – about artistic control, creative integrity, and the future of the craft.

Speakers:

Theodore Ushev | Artist & Director (Canada; Bulgaria); Lorenzo Ceccotti (LRNZ) | Artist & Designer (Italy)

Moderator:

Carla Vulpiani | Head of Animation Co-Production Market & Pitching Forum and AnyShow, MIA | Mercato Internazionale Audiovisivo (Italy)



3:30 PM – 6:00 PM Cinema Barberini
Screening Room 5

● FILM / Pitching Forum

Film Pitching Forum Sessions #1 & #2

This year, the Film Pitching Forum will present to the international film industry 12 feature film projects. Pitching their projects on stage will be producers and directors from 14 different countries: Albania, Egypt, France, Germany, Ireland, Italy, Lithuania, Norway, Palestine, Peru, Philippines, Turkey, UK, Ukraine.

Selected Projects:

Beginners; Cold Sun; Draft Zero; Fugue; I Have to Fuck Before the World Ends; Roma Shocking; Summer of Jesus; Sweat; The Good Spirit; The Fog Catcher; The Old Gun; Three Times Jenny.

Access is not allowed to Talk, Student, or Press badges.



3:30 PM – 5:30 PM Palazzo Barberini
Conference Room

● Book Adaptation Forum / Pitching Forum

Book Adaptation Forum Pitching Session

The Book Adaptation Forum (BAF) will showcase preview titles and include different targets and readerships. The international jury – composed of Raffaella De Angelis, Head of Literary Acquisitions, Global Drama & Film, Fremantle (United Kingdom); Leonardo Guerra Seràgnoli, director, screenwriter, producer, and founder of Cinedora, producer of Vermiglio (Italy); Luke Franklin, Executive Producer, See Saw Films (United Kingdom); Nathanaël Poupin, Agent and Founder, 360 Talent Management (Italy); and Lorenza Lei, CEO, Fondazione Roma Lazio Film Commission (Italy) – has selected 9 unpublished books, which will be presented in a pitch session.

Selected Books:

La volta giusta; Riparare i torti; L'era dell'acquario; Un animale innocente; Super Sdentata; Il suono dell'anima; L'inganno di Magritte; Implosion; La colpa è di chi muore.

Access is not allowed to Talk, Student, or Press badges.



4:30 PM – 5:30 PM Cinema Barberini
Screening Room 6

● DOC / Talk

What's the Future of History?

In these turbulent times, the History genre remains key for public broadcasters and many commercial platforms. This panel of European broadcasters will explore the global audiences for contemporary and ancient history, the challenges and opportunities of AI, the question of who gets to tell historical stories, and the new formats, styles and platforms changing the game.

Speakers:

Caroline Haidacher | Commissioning Editor, ORF (Austria); Elisabeth Hagstedt | Head of Content and Broadcast, Histoire TV (France); Mikael Österby | Head of Factual SVT International, SVT (Sweden); Laurent Filling | Commissioning Editor, ARTE GEIE (France); Sergiy Nedzelsky | Head of Co-Production & Outsource Commissioning, Suspilne (Ukraine); Proinsias Ní Ghraíne | Commissioning Editor, TG4 (Ireland)

Moderator:

Krishan Arora | Producer and Consultant, Mixing Media (UK)



5:30 PM – 6:30 PM Cinema Barberini
Screening Room 1

● HOSTED / Talk

And ... Action! Accessibility as a Challenge and Opportunity for the Audiovisual Sector

The panel acts as the closing event following the national festival "Tutti al Cinema" and offers a discussion on accessibility in the audiovisual sector. It will address the topic as a cultural attitude and a tool for developing the film industry, with expert testimonials, analysis of best practices, and insights from the new Film Commission Sardegna promotion fund. The meeting will conclude with a Q&A open to the public.

Speakers:

Andrea Rocco | Direttore Generale, Fondazione Sardegna Film Commission (Italy); Francesca Melis | Production Manager, Fondazione Sardegna Film Commission (Italy); Daniela Trunfio | Presidente, Associazione + Cultura Accessibile onlus (Italy); Mario Mazzetti | Presidenza Nazionale, ANEC - Associazione Nazionale Esercenti Cinema (Italy); Francesca Marchionne | Presidente, Associazione onA.I.R. - Intersteno Italia (Italy); Laura Cocco | Founder, Società Cooperativa Sottofondo (Italy); Chiara De Giorgio | Founder, Società Cooperativa Sottofondo (Italy); Barbara Bladier | Distribution Manager, Vision Distribution (Italy).



► 5:30 PM – 6:30 PM Cinema Barberini
Screening Room 4

● HOSTED / Talk

If Your Content is Stolen, Who You Gonna Call?

Exploring new tools and mechanisms for safeguarding audiovisual content

AGCOM has recently updated its Online Copyright Regulation, which allows AGCOM to combat the dissemination of unauthorized audiovisual content on the Internet. An important novelty of this update is the extension of the use of the Piracy Shield platform to films and TV series, meaning that illegal sites and platforms disseminating unauthorized audiovisual content can be “switched off” in 30 minutes. FAPAV, in collaboration with ANICA and MPA, is organizing a presentation of this enhanced tool with representatives of the Judiciary, Law Enforcement Agencies, Institutions and Companies, to launch a new phase in the protection of copyright ... If your content is stolen, who you gonna call??

Institutional remarks:

Alessandro Usai | President, ANICA (Italy)

Introduction and moderation:

Federico Bagnoli Rossi | President, FAPAV (Italy)

Speakers:

Gianluca Boffa | Director Anti-Piracy and Judicial Authority, Services Sky Italia (Italy); Massimo Proietti | Amministratore Delegato, Vision Distribution (Italy); Sunniva Hansson | Vice President, Head of Policy, EMEA, Motion Pictures (Belgium); Stefano Selli | Direttore Relazioni Istituzionali Italia, Mediaset (Italy); Andrea Occhipinti | Producer, Lucky Red (Italy); Crescenzo Sciaraffa | Comandante Nucleo Speciale Beni e Servizi, Guardia di Finanza (Italy); Sergio Colaiocco | Procuratore Aggiunto, Dipartimento Criminalità Informatica (Italy); Ivano Gabrielli | Direttore, Servizio Polizia Postale e per la sicurezza cibernetica (Italy)

Conclusions:

Massimiliano Capitanio | Commissario, AGCOM (Italy)



Anna Gonchar (Ukraine) with Outlaw Educators; Karoline Kunz (Germany) with Le Grand Cahier; Marcian Lazar (Romania) with Bark; Viktorija Rimkutė (Lithuania) with Not That Kind of People.



► 2:00 PM – 6:00 PM Sina Bernini Bristol Hotel
Conference Room Enea

● Hosted / Meeting

Ebu Plenary - Session 1



► 6:00 PM – 7:30 PM Cinema Barberini
Terrace

Networking Cocktail One Land, Many Stories: Lucana Film Commission

By invitation only

► 8:00 PM – 10:00 PM Swedish Embassy

Cocktail

By invitation only

► From 9:00 PM Arciliuto Jazz Club

Film Commission Torino Piemonte Birthday Party

By invitation only

BUYERS CLUB

► 11:30 AM – 1:37 PM Cinema Barberini
Screening Room 2

The Money Maker

L'affaire Bojarski

127' by Jean-Paul Salomé
The Bureau Sales
Market Screening

► 11:30 AM – 1:39 PM Cinema Barberini
Screening Room 3

Tired of Killing

Ammazzare stanca. Autobiografia di un assassino

129' by Daniele Vicari
Beta Cinema
Market screening

► 11:30 AM – 1:20 PM Cinema Barberini
Screening Room 7

Elisa

110' by Leonardo Di Costanzo
Rai Cinema International Distribution
Market Screening

► 2:00 PM – 3:36 PM Cinema Barberini
Screening Room 7

Roberto Rossellini, Living Without a Script

Roberto Rossellini, più di una vita

96' by Ilaria de Laurentiis, Raffaele Brunetti,
Andrea Paolo Massara
Fandango
Market Screening

► 2:00 PM – 3:49 PM Cinema Barberini
Screening Room 2

A Sad and Beautiful World

109' by Cyril Aris
Paradise City Sales
Market Screening

► 2:00 PM – 3:52 PM Cinema Barberini
Screening Room 3

Show Me the Truth

Fuori la verità

112' by Davide Minnella
PiperPlay
Market Screening

► 4:00 PM – 5:42 PM Cinema Barberini
Screening Room 2

The Lesson

La lezione

102' by Stefano Mordini
Vision Distribution
Market Screening

► 4:00 PM – 6:00 PM Cinema Barberini
Screening Room 3

For You

Per te

116' by Alessandro Aronadio
PiperPlay
Market Screening

► 4:00 PM – 5:37 PM Cinema Barberini
Screening Room 7

Nino

97' - by Pauline Loquès
The Party Film Sales
Market Screening



► 9:00 AM – 6:00 PM Sina Bernini Bristol Hotel
Conference Room Apollo

● Hosted / Labs

Apollo Series Workshop - Session #2

Apollo Series is a new training program created by the Series Mania Institute and dedicated to supporting emerging European producers in the development of strong serial projects with genuine international potential, in partnership with MIA and TV Drama Vision of the Göteborg Film Festival. At MIA, two closed-door working days and two days open to the industry market in Rome for the selected participants: Serena Alfieri (Italy) with Hallyu; Anders Berg (Denmark) with The Acid Clinic; Estephania Bonnett (Spain) with Alex Is Not Alex; Evelin Penttilä (Estonia) with Business as Usual; Jimm Garbis (Sweden) with Yani; Steffen Gerdes (Germany) with The Strange Grimm;

NETWORKING EVENTS

THE
Hollywood
REPORTER

THE
HEARTBEAT OF
HOLLYWOOD



8.10

WEDNESDAY

10:00 AM – 11:00 AM Cinema Barberini
Screening Room 5

DOC / Content Showcase
Italians Doc It Better

This exclusive showcase features Italian feature-length films, docuseries, and TV one-offs, all aiming for distribution abroad in cinemas, on television, or streaming platforms. The projects selected for Italians Doc It Better are in post-production, rough cuts, or completed but not yet presented or screened in other markets, festivals, showcases, cinemas, TV, or platforms.

Selected Projects:

Ari: Mom, Sex and Everything Else; The Eighth Day; Fish Don't Close Their Eyes; Heart Dressed; My Father's Wigs; OTO; The Poor Theater of Monticchiello; Pestiferus Lupus; The Possible Lives; Rosanna Between the Lines

Access is not allowed to Talk, Student, or Press badges.



10:00 AM – 11:30 AM Palazzo Barberini
Conference Room

BOOK ADAPTATION FORUM / Pitching Forum
Shoot The Book! Pitching Day

Under the umbrella of the Book Adaptation Forum, MIA offers a market platform curated by the Société civile des éditeurs de langue française (SCELF) and the Institut français. A delegation of French publishers will present a selection of titles from the year's most important new releases, whose audiovisual rights are available for the international market.

Selected Books:

21 Bends by Fred Poulet (En Exergue); The Balance of Bodies by Jérémie Guez (Seuil); 31 Days to Love You by Sophie Jomain (Auzou Editions); The Fiery and Secretive Miles Franklin by Alexandra Lapierre (Flammarion); A Hair's Breadth by Claire Berest (Albin Michel); Smugglers by Michèle Pedinielli; Valerio Varesi (Points); Spaghetti Attack! by Stéphane Nicolet (Little Urban); Tomorrow's Shadows by Noëlle Michel (Le Bruit Du Monde)

Access is not allowed to Talk, Student, or Press badges.



10:30 AM – 11:30 AM Cinema Barberini
Screening Room 1

HOSTED / Talk
Co-production Fund with Latam

The New Co-Production Programme launched between Italy and Latin American Countries, is promoted by the Directorate General for Cinema and Audiovisual of the Italian Ministry of Culture (MiC) and managed by Cinecittà's International Department. The €1,000,000 annual scheme is

confirmed to support co-productions between Italy and Latin American countries. A must-attend session for producers and international partners aiming to forge ambitious collaborations across Europe and Latin America.

Speakers:

Antonio Saccone | President, Cinecittà (Italy); Roberto Stabile | Head of the International Department, Cinecittà/DGCA (Italy)



10:30 AM – 12:00 PM Cinema Barberini
Screening Room 4

ANIMATION / Content Showcase
AnyShow

AnyShow is a pitching format dedicated to animated content which has confirmed production, are in post-production or completed, oriented toward distribution and sales opportunities. The 2025 selection is composed of 11 projects from 9 countries.

Selected Projects:

Fizzy and Suds; The Great Dreamscape; Hidden Islands (Jagten på Nuna); Hope. An (Almost) Gypsy Fairytale (Speranza. Una (quasi) favola zingara); Lydia and the Mist Rider; Nip & Lena - Fin Friends; Parts of a Bigger Story (Morceaux d'histoire); The Recipes of Arthur & Kiwi - The Italian Cuisine (Le ricette di Arturo & Kiwi - La Cucina Italiana); Roman Pigeons; Star Raider; Theorised: Season #1 Race Historicised.

Access is not allowed to Talk, Student, or Press badges.



10:30 AM – 11:30 AM Cinema Barberini
Screening Room 6

HOSTED / Talk
Youtube: The New Global Distribution Window for Film & Tv Series

The media ecosystem is constantly evolving, and with it, the strategies for distributing audiovisual content. The growth and relevance of YouTube in the space of Connected TV and media consumption of today's viewers, re-position this platform as a strategic partner for producers and distributors, offering a global distribution window capable of reaching billions of people. Together with Minerva Pictures, a successful Italian case study, we will explore how the platform can be leveraged for the distribution of films and TV series, analyzing monetization models, audience engagement strategies, present and future opportunities. We will discuss how YouTube is not just a platform for user-generated content, but a true marketplace for high-quality cinematic products, capable of offering a second life to catalogs and launching new products on a global scale.

Speakers:

Andrea David Rizzi | Head of Media & Sorts Partnership Italy & Portugal, YouTube (Italy); Luca Forlin | Head of YouTube Biz Strategy and Operations, EMEA, YouTube (Italy); Gianluca Curti | Amministratore Delegato, Minerva Pictures (Italy)



12:00 PM – 1:00 PM Cinema Barberini
Screening Room 5

DRAMA / Talk
Beyond 27%: Shaping European Drama

Beyond 27%: Shaping European Drama will shine a spotlight on the issue of representation in the European audiovisual industry. Despite progress made, the gender gap remains evident: according to a study (2015–2023), women account for only 27% of the European drama sector. On stage, six industry leaders will share their editorial and business strategies to help build a more inclusive and representative industry.

Speakers:

Caroline Hollick, Executive Producer, Former Head of Drama, Channel 4 (UK); Laura Abril, EVP Scripted and Global Business Development, Buendia Estudios (Spain); Claudia Bluemhuber, CEO and Partner, Silver Reel (Switzerland); Jasmin Maeda, SVP International Fiction Coproduction & Acquisition, ZDF (Germany); Chiara Cardoso, Managing Director, Blackbox Multimedia (UK); Elettra Canovi, Director of Scripted Content, HBO Max (Italy)

Moderator:

Carlo Dusi, Founder and Managing Director, Turning Point Pictures (UK)



12:00 PM – 1:30 PM Cinema Barberini
Screening Room 1

FILM / Content Showcase
C EU Soon

C EU Soon, is a curated work-in-progress program spotlighting European talents aimed at supporting their international distribution potential. The program features European films in the late stages of production or post-production, presented in a dedicated session for international distributors. Each presentation includes the screening of selected excerpts (up to 7 minutes), followed by a pitch from the producers and directors. The projects compete for the Screen International Award, which offers special media coverage for the winning project.

Selected Projects:

Cercul (The Circle); Corredora (Runner); I'll Be Gone in June; Il Cileno; Incydent (The Incident); Maleve të Akroceroit, përtej (Beyond the Mountains of Akroceroi); Parkings.

The finalists of C EU SOON 2025 were chosen by an international selection committee composed of Ramiro Ledo Cordeiro, CEO and Head of Acquisitions at L'Atalante Cinema (Spain), Ola Byszuk, Head of Sales and co-founder of Lucky Number (France), and Karel Och, artistic director of Karlovy Vary International Film Festival (Czech Republic).

Access is not allowed to Talk, Student, or Press badges.



12:00 PM – 1:00 PM Cinema Barberini
Screening Room 6

● DOC / Talk

Rai Documentari: Reinventing Storytelling Through Editorial Innovation

Discover Rai Documentari's evolving vision as they unveil bold editorial directions and strategic shifts facing the future of Italian documentary production.

Speakers:

Luigi Del Plavignano | Director Rai Documentari, Rai (Italy); Silvia De Felice | Commissioning Editor Rai Documentari, Rai (Italy); Fabio Mancini | Commissioning Editor Rai Documentari, Rai (Italy)

Moderator:

Marco Spagnoli | Head of Doc & Factual and Deputy Director, MIA | Mercato Internazionale Audiovisivo (Italy)



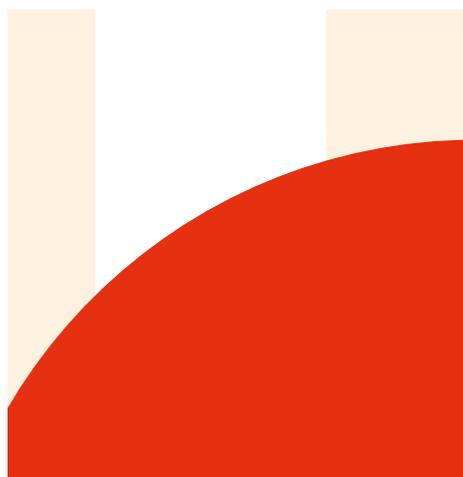
12:00 PM – 1:00 PM Palazzo Barberini
Conference Room

● HOSTED / Pitching Forum

Scenari Transalpini

A project of the Institut français Italia in partnership with MIA and Villa Medici, in collaboration with Cinecittà, supported by the DGCA - Directorate General for Cinema and Audiovisual of the Italian Ministry of Culture and the CNC - Centre national du cinéma et de l'image animée, promoting collaboration between the French and Italian audiovisual industries by supporting the development of new works.

The six projects selected for the 2025 edition are: Clan of Marseilles produced by Giorgio Gucci and written by Alessandro Fabbri (Italy); The White Queen by Sara Loffredi and Alberto Ostini (Italy); Shadow Investigations by Giacomo Arrigoni (Italy); La linea verde by Elio and Chiara Cassaghi (France); Lake Como by Hanna Ladoul and Marco La Via (France); O sole Mio by Marguerite and Thérèse Quadrelli (France)



2:00 PM – 3:00 PM Cinema Barberini
Screening Room 6

● DOC / Pitching Forum

Doc Hosted Projects

In collaboration with Bio to B, DocsBarcelona, and the Institute of Documentary Film, one project from each festival will have another chance to pitch at MIA. This session will also be a chance for our cultural partners to announce their project pick from the MIA Doc Co-Production Market & Pitching Forum official selection.

Selected Projects:

Frozen Ocean; Giulio Regeni. All The Evil In The World; Death In Cairo; Julian Assange: The Man Who Must Be Silenced

Moderator:

Rudy Buttignol | International Consultant, NXT (Canada)

Access is not allowed to Talk, Student, or Press badges.



2:00 PM – 4:00 PM Palazzo Barberini
Conference Room

● INNOVATION FOR CREATIVE INDUSTRIES / Talk

Vertical AI Workshops #3 Sales and Forecast

This session could offer concrete tools to producers regarding audience reach, distribution strategies, and marketing, enhancing their projects' market potential.

In collaboration with Creative Europe MEDIA Desk Italy.

Speakers:

Sami Arpa | CEO and founder, Largo.ai (Switzerland); Celine Udriot | COO, Largo.ai (Switzerland)

Participation is upon registration only, subject to availability.



2:30 PM – 3:30 PM Cinema Barberini
Screening Room 5

● DRAMA / Pitching Forum

Drama Pitching Forum #1

This year, the Drama Co-production Market & Pitching Forum will present to the international audiovisual industry a selection of 15 series projects from 12 countries: Czech Republic, Finland, France, Germany, Greece, Ireland, Italy, Norway, Netherlands, Palestine, Switzerland, United Kingdom.

Selected Projects:

Ainta!; Caterina; Dirty Play; Hitler's Horses: An Arthur Brand Story; Hunting for Ghosts; Red Light Empire; The Last Goddess; The Roaring Banshees.

Access is not allowed to Talk, Student, or Press badges.



3:00 PM – 4:00 PM Cinema Barberini
Screening Room 1

● FILM / Talk

Follow the Money: Navigating Global Film Financing and Packaging

A straight-talking conversation on the art (and reality) of getting films made.

Industry experts will break down the complexities of fundraising models and share insights on building successful financing structures.

A conversation with seasoned fund representatives, agents, and producers who will discuss their approaches on navigating the complex and fragmented world of film financing.

From the intricacies of equity financing, to tax credits, pre-sales and co-productions, as well as the caveat of different fundraising models, this panel will leave no stone unturned in mapping today's landscape and anticipating the future trends of global film financing.

Following the talk, a limited number of accredited participants will have the opportunity to join one-on-one meetings with some of the experts. This session – available upon registration and subject to limited availability – will offer the chance to continue the conversation at a deeper, more specific level, and gain further insights. The session will be taking place on Thursday, October 9th, from 9.30 to 13.30.

Speakers:

Alex Brunner | Sales Agent, UTA (USA); Céline Dornier | Content Executive, IPR.VC (Finland); Alexandra Lebre | Partner, Axio capital and Together Fund (France); Dominique Malet | Managing Director, Cofiloisirs (France); Rodrigo Teixeira | Founder & Producer, RT Features (Brazil)

Moderator:

Tim Dams | European Editor, Screen International (UK)



3:00 PM – 4:00 PM Cinema Barberini
Screening Room 4

● ANIMATION / Talk

Engaging Audiences Today: Data-driven Storytelling in a Fragmented Market

In today's fragmented media landscape, how can stories truly connect with audiences? Combining exclusive audience insights from Ampere Analysis with the experience of leading creators and producers, this session explores the storytelling strategies that resonate across platforms, formats, and territories, reaching global audiences.

Introduction and moderation by:

Guy Bisson | Executive Director, Ampere Analysis (UK)

Speakers:

Andrew Leung | Filmmaker and Concept Designer (USA); Neal Ludvig | CCO and Producer, Snarky Elephant Productions (USA)



UNBOX

In collaboration with Alice nella città, the MIA presents a new edition of UNBOX | Short Film Days, now officially part of the festival programme. Three days of pitching sessions, conferences, workshops and B2B meetings will foster networking, mentoring and tutoring opportunities for emerging directors ready to move from short films to feature films. Under the claim The Talents of the Future, the programme curated by Francesco Gaià Via is structured in three sections: UNBOX, dedicated to a selection of projects by emerging filmmakers on the verge of their first feature; UNBOX Academy, organised in collaboration with the Accademia del Cinema Italiano – Premi David di Donatello and focused on young talents coming from academic contexts; and UNBOX UPFOLLOW, devoted to projects previously awarded at UNBOX that have since secured a producer and present an update on their development status. The General States of Short Films | Focus 2025 will close the programme with a day entirely dedicated to the theme of short film financing. The UNBOX project will once again benefit from the indispensable participation of SIAE (Italian Society of Authors and Publishers) and Rai Cinema, highlighting the importance of supporting the birth and life of new creative works.

Selected Projects:

UNBOX:

- Burns With Life By Francesco Manzato
- Cam Girl By Bianca Di Marco. Produced By Stayblack;
- Demons & Dust By Antonio La Camera. Produced By Waterclock;
- Donnyland By Donato Sansone. Produced By Mybosswas;
- Night For Myself By Olga Torrico;
- Unhappy Animals By Leonardo Balestrieri;

UNBOX Academy:

- Jaune et Bleu By Giulia Grandinetti. Produced By Lupin Film

UNBOX Upfollow:

- My Apologies By Francesco Piras. Produced By Kino Produzioni;
- Shooting Watermelons By Antonio Donato. Produced By Cinedora



Lazio Pitching Forum

Lazio Region, in collaboration with Lazio Innova and the Rome Chamber of Commerce, and with the support of Azienda Speciale Sviluppo e Territorio is promoting an initiative to support the internationalization of local small and medium-sized enterprises (SMEs) developing audiovisual products.

Take part in this incredible session to witness the presentation of their projects at the 11th edition of MIA!

Selected Projects:

- The Almond Picker (Viola Film);
- Always the Sky (Doppio Nodo Double Bind);
- Carolina's Dream (Hip Film);
- The Dream Screenwriter (Atomo Film);
- Exodus (Paco Cinematografica);
- Hallyu (Volos Film Italia);
- Honor Your Father (Eurofilm);
- The Kaufmann Case (Anele);
- Lady Goodbye (ElioFilm);
- Mud Angels (Red Film);
- Prince Aden (La Sarraz);
- Viva Toscanini! (Daring House)

Moderator:

- Andrea Romagnoli | Project Manager, Lazio Innova – Area Internazionalizzazione e Cluster



Building IP Visibility in the Digital Space

In this keynote, Anna Taganov shares the editorial and strategic vision behind BBC Children's content across CBeebies, CBBC, and BBC iPlayer. From early-stage development to multiplatform programming, we explore how BBC nurtures content that connects with today's audiences—and how digital ecosystems can support the long-term visibility of quality children's IPs.

Speaker:

- Anna Taganov | Head of Children's Content & Programming Strategy, BBC (UK)



Drama Focus: Sky Studios

On MIA main stage a conversation between Nils Hartmann, Executive Vice President Italy and some of the most prominent Italian producers who have shaped, and continue to shape, Sky's history. This will be a unique opportunity for dialogue between an international commissioner and the Italian industry, exploring the vision, partnerships, and storytelling that have defined more than a decade of innovation and success under the Sky Originals banner.

Speakers:

- Nils Hartmann, Executive Vice President, Sky Studios Italy (Italy);
- Carlo Degli Esposti, CEO & Founder, Palomar (Italy);
- Sonia Rovai, CEO, Wildside (Italy);
- Matteo Rovere, CEO & Founder, Groenlandia Group (Italy);
- Riccardo Tozzi, President & Founder, Cattleya (Italy)

Moderator:

- Paolo Ciccarelli, Head of Drama, MIA | Mercato Internazionale Audiovisivo (Italy)



The Industry Insider Bootcamp with Charles Ferraro, UTA

Join us for a unique professional training opportunity, a one-of-a-kind OPEN MIC event, where you'll have the chance to ask questions and gain valuable insights directly from Charles Ferraro, a Hollywood agent and partner at UTA (United Talent Agency).

In this hybrid format, the bootcamp will guide you through the ins and outs of the film industry, covering key topics like how to hire international talent, pitch winning projects, and navigate the

heart of Hollywood. During the Open Mic session, you'll have the chance to ask questions in real time, present brief pitches or ideas, and receive actionable advice from professionals in the field.

Speaker:

- Charles Ferraro | Partner, UTA (USA)

Participation is upon registration only, subject to availability.



Sina Bernini Bristol Hotel

Breakfast with ACE

With this guided and targeted networking activity, MIA|Film aims to offer not only a business-focused experience, but also a space for professional growth, a mix between consultancy and a collective mentorship moment, where participants can engage in peer-to-peer exchange under the guidance of a "mentor-moderator" on specific topics.

Table 1: Co-Production & Financing – Legal Insights:

No co-production or financing strategy can succeed without a good lawyer. Don't miss the chance to delve into key legal aspects with Marica Stocchi (Producer, Rosamont, Italy – Reading Lolita in Tehran by Eran Riklis, Misericordia by Emma Dante) and Marcello Mustilli (Studio Legale Belletini Lazzareschi Mustilli, Italy).

Table 2: Marketing & Sales:

Everything you always wanted to know about the relationship between producer and sales agent but were afraid to ask. Marketing and international circulation should be an integral part of a film project from the earliest production stages. Hear first-hand from Jacques-Henri Bronckart (Producer, Versus Production, Belgium – Close by Lukas Dhont, Vermiglio by Maura Delpero) and Catia Rossi (Head of Sales, PiperPlay, Italy).

In cooperation with ACE Producers

Participation is upon registration only, subject to availability.



Ebu Plenary Session 2

Closed-door session



2:30 PM – 7:00 PM Sina Bernini Bristol Hotel
Conference Room Dafne

ANIMATION / Lab

MIA B2B Exchange CEE Animation Lab 2025

For the third year, MIA's B2B Exchange fires the CEE Animation Lab in collaboration with CEE Animation Workshop. B2B Exchange | CEE Animation Lab is a training and networking lab designed to connect producers who are looking to take steps into the Animation industry. Selected participants will engage with industry experts and fellow producers in an interactive panel discussion and a dedicated one-on-one networking activity. They will also be offered the opportunity to receive tailored advice on their project development, with a particular focus on co-production and financing strategies.

Tutors:

Alessandra Principini | Fundraiser, Movimenti Production (Italy); Pablo Jordi | CEO & Co-Founder, Pikkukala (Finland / Spain)

Selected Participants:

Nataliia El Baba, Karandash (Ukraine); Andrea Damiano, Giungla Collective SRL (Italy); Kristina Husová, Pure Shore (Czech Republic); Kadriann Kibus, Rebel Frame (Estonia); Giulia Negretta, Blackball TV (Italy); Vernante Pallotti, Gastonia Motion Srl (Italy); Jakub Rálek, Divize Animace (Czech Republic); Kinga Tasarek, Mandants (Poland)

By registration only.



2:00 PM – 4:00 PM Sina Bernini Bristol Hotel
Conference Room Enea

HOSTED / Meeting

MIA B2B Exchange CEE Animation Lab 2025

This meeting is a call to key industry stakeholders with the aim of driving innovation, diversification, and inclusion within the audiovisual sector. The goal is to bring around the table those actors in the field who can take concrete steps towards promoting, enabling access to, and adopting tangible actions. The regulatory reference to be put into practice is the "Framework of Actions on Diversity and Inclusion in the Audiovisual Sector", approved by the European Sectoral Social Dialogue Committee for the Audiovisual Industry in February 2025.

Closed-door session.



12:30 PM – 2:30 PM Palazzo Barberini
Le Serre

Book Adaptation Forum Networking Lunch

By invitation only

6:00 PM – 7:30 PM Palazzo Barberini
Le Serre

Lazio Pitching Forum Networking Cocktail

By invitation only

8:00 PM – 10:00 PM Cinema Barberini
Terrace

French Business Mixer

By invitation only

NETWORKING EVENTS

BUYERS CLUB

9:00 AM – 09:20 AM Cinema Barberini
Screening Room 3

Minerva Pictures Comin'UP 20'

9:30 AM – 9:50 AM Cinema Barberini
Screening Room 3

True Colours Glorious Films S.r.l. Comin'UP 20'

10:00 AM – 10:20 AM Cinema Barberini
Screening Room 3

Vision Distribution Comin'UP 20'

10:30 AM – 10:50 AM Cinema Barberini
Screening Room 3

Rai Cinema International Distribution Comin'UP 20'

11:00 AM – 11:20 AM Cinema Barberini
Screening Room 3

Piperplay Comin'UP 20'

2:00 PM – 3:29 PM Cinema Barberini
Screening Room 2

The Eyes of Others Gli occhi degli altri

89' - by Andrea De Sica
Vision Distribution
Market Screening

2:00 PM – 3:35 PM Cinema Barberini
Screening Room 3

Whispers in the Woods

Le Chant des forets
95' - by Vincent Munier
The Bureau Sales
Market Screening

2:00 PM – 3:34 PM Cinema Barberini
Screening Room 7

Malavia

94' - by Nunzia De Stefano
Fandango
Market Screening

04:00 PM – 5:39 PM Cinema Barberini
Screening Room 2

Lady Nazca

99' - by Damien Dorsaz
Pulsar Content
Market Screening

4:00 PM – 5:31 PM Cinema Barberini
Screening Room 3

Our Hero, Balthazar

91' - by Oscar Boyson
Visit Films
Market Screening

4:00 PM – 5:40 PM Cinema Barberini
Screening Room 7

Beloved

Amata
100' - by Elisa Amoroso
Rai Cinema International Distribution
Market Screening

5:45 PM – 7:15 PM Cinema Barberini
Screening Room 3

Three Goobies

Tre ciotole
90' - by Isabel Coixet
Vision Distribution
Market Screening

6:00 PM – 7:49 PM Cinema Barberini
Screening Room 7

Twin Stars

Stella gemella
109' - by Luca Lucini
PiperPlay
Market Screening

6:00 PM – 7:38 PM Cinema Barberini
Screening Room 2

A Brief Affair

Breve storia d'amore
98' - by Ludovica Rampoldi
True Colours Glorious Film
Market Screening
Upon Invitation Only

GREEN FILM



Illustrazione di Federica Bordoni

www.green.film

9.10

THURSDAY

9:30 AM – 10:30 AM Cinema Barberini
Screening Room 6

● **FACTUAL / Talk**
**Factual Frontiers:
Unlocking Global Growth**

This panel will explore cross-border distribution strategies for factual content, partnership and co-production models that drive global expansion and the role of branded entertainment in boosting unscripted formats

Speakers:
Gerbrig Blanksma | SVP, International Sales And Partnerships, Blue Ant Media (Canada); Cecilie Olsen | SVP of Global Content, Non-Scripted, ITV Studios Global Distribution (UK); Carlotta Rossi Spencer | Head Of Branded Entertainment, Banijay (UK)

Moderator:
Gaia Tridente | Director, MIA | Mercato Internazionale Audiovisivo (Italy)



10:00 AM – 11:00 AM Cinema Barberini
Screening Room 1

● **HOSTED / Talk**
The Great (South Tyrolean) Beauty

IDM Film & Music Commission Südtirol, your partner on the road to success!

The production journey between South Tyrol and international festivals. The panel The Great (South Tyrolean) Beauty brings to the stage three case studies of films financed by IDM Film & Music Commission Südtirol. Three players on a virtuous path that led the films from South Tyrolean sets to the official selections of prestigious festivals in their categories. The talk will feature producers who'll share how their projects got in touch with the Film Commission, taking advantage of its funding opportunities and local expertise. Through the sharing of experiences in the region, the panel will highlight the role of IDM not only as a funding body, but also as a strategic partner capable of driving forward the projects it takes on, both in forging relationships between productions and crews and in supporting the international journey of funded projects. This is an opportunity to reflect on how festivals can change the future of a film and what the future prospects are for those who choose to produce in South Tyrol, where the increasing professionalization of the local audiovisual industry is ready to give birth to successful stories.

Speakers:
Renate Ranzl | Head of IDM Film & Music Commission Südtirol (Italy); Markus Frings | CEO, movie.mento (Italy); Francesca Andreoli | Producer & Co-Founder, Cinedora (Italy); Carlo Cresto-Dina | Producer & CEO, Tempesta Film (Italy)

Moderator:
Alessandra De Luca | Journalist, Ciak, Avvenire (Italy)



10:00 AM – 11:00 AM Cinema Barberini
Screening Room 4

● **ANIMATION / Talk**
ANIMPACT: A Common European Approach to Sustainable Animation

As the animation industry embraces its environmental responsibilities, an international working group - led by Green Film, Ecoprod and CineRegio - is collaborating to develop a common sustainability certification tailored to the animation industry. This panel will present the progress of this initiative, explore the unique challenges of sustainable animation production, and share some practical tips to reduce the environmental impact of an animation project.

Speakers:
Linnea Merzagora | Green Film, Trentino Film Commission (Italy); Adrien Roche | Project Manager, Ecoprod (France); Valentína Hučková | Sustainability Manager, CEE Animation (Czech Republic); Pedro Citaristi | CEO, Red Monk Studio (Italy)

Moderator:
Maria Rua Aguede | Senior Research Director, Media and Entertainment, Omdia Advisor (UK)



10:30 AM – 11:30 AM Cinema Barberini
Screening Room 6

● **FACTUAL / Content Showcase**
International Factual Forum

The International Factual Forum enables television or digital content producers to present and promote their ideas for factual formats and programs to potential buyers, executive producers, television networks, streaming platforms, and other key figures in the entertainment industry attending MIA 2025.

Selected Projects:
Best in Shoe; Bound by Destiny; Cities in the Air; Heritage Code; The Kids Are Watching; On the Road with Marco Polo; Pov; Wannabe Sex Worker; Wild Waters.

Access is not allowed to Talk, Student, or Press badges.



10:30 AM – 12:30 PM Palazzo Barberini
Conference Room

● **INNOVATION FOR CREATIVE INDUSTRIES / Talk**
**Vertical AI Workshops #4.
Blockchain-AI Synergy in IP Management:
Hyper-personalizing Content Funding and Distribution for Meaningful Impact**

A workshop that sparks reflection and agile application pathways for media asset traceability and monetization.

This workshop is led by Canadian expert Manuel Badel, founder of Badel Media and international specialist in blockchain, AI, and intellectual property funding and management for media

and creative industries. Fully dedicated to the integration of Blockchain and AI, the session will explore how these technologies can ensure content traceability and authenticity, unlock new funding opportunities for projects, and provide innovative models for intellectual property (IP) management and monetization. The presentation is aimed at content creators and producers, but this topic consistently sparks strong interest among distributors, investors, funders, and policy makers alike.

A deep dive designed to deliver practical tools and strategic insights for professionals in the audiovisual and creative industries.

Speaker:
Manuel Badel | Tech and Media Expert, First Blockchain PoC in Canadian Broadcasting, Badel Media (Canada)

Participation is upon registration only, subject to availability.



11:00 AM – 1:00 PM Cinema Barberini
Screening Room 5

● **HOSTED / Talk**
**Audiovisual Audience:
Attendance, Profiles
And Frequency in Theatres**

Italy has cutting edge tools for describing the film market, with the real-time collection and processing of data on attendance and box office (through Cinetel), as well as audience profiling of major films and within specific time frames (through CinExpert). To complement this framework, there is room for more scenario-based research, tasked with gathering additional information and broadening the overall perspective. This is the case of "Sala e salotto", launched for the first time by ANICA in 2010 and now at its sixteenth edition, as a spin-off of the multi-client research project DigitalTRENDS (curated by Ergo Research). The meeting organized within MIA will focus primarily on additional information concerning moviegoers, starting from the measurement of audience pools (at least once in theaters on an annual or semi-annual basis), with a focus on the average ticketing rate across different audience segments. And if the goal of the entire sector is to "engage more spectators" and "increase the frequency with which they go to the cinema," the reflection on promotional tools that can support this process can benefit from audience reactions to both old and new approaches.

It is once again through listening to the audience that a deeper analysis of Italian cinema emerges—between perceived trends and audience expectations. In the background, the impact of the "living room," around which an increasing number of entertainment options continue to gravitate.

Speaker:
Alessandro Usai, Presidente ANICA. Presentation of the results of the study "Sala e Salotto": Michele Casula, Partner ERGO Research



Followed by
Round Table Discussion

Speakers:
Sonia Dichter, Responsabile Area Marketing Cinema 01 Distribution; Simone Gialdini, Dg Anec E Presidente Cinetel; Federica Lucisano, Amministratore Delegato Lucisano Media Group; Davide Novelli, Amministratore Delegato Cinetel, Senior Vp Distribution Piper Film

Moderator:
Valentina Torlaschi, journalist, BOX OFFICE

Hosted by ANICA

11:30 AM – 12:30 PM Cinema Barberini
Screening Room 4

ANIMATION / Talk
Turning Crisis into Opportunity: Navigating Industry Shifts in Animation

The animation industry is undergoing a dynamic transformation, driven by new technologies, evolving audiences, and changing market models. This session is an opportunity to share experiences, highlight market insights, and explore actionable strategies to move forward and shape the future of the industry.

Speakers:
Nicolas Edmery | Film Market Analyst, European Audiovisual Observatory (France); Barbara Tonelli | Account Manager, Coficiné (France); Maria Carolina Terzi | Producer, MAD Entertainment (Italy)

Moderator:
Philippe Alessandri | CEO & Founder, Watch Next Media (France)



12:00 PM – 1:00 PM Cinema Barberini
Screening Room 6

DOC / Talk
Getting Docs to Theatres: Strategies and Opportunities

As streaming continues to reshape viewing habits, this panel tackles the evolving landscape of theatrical distribution for documentaries: unpacking new hurdles, creative tactics, and the opportunities still to be found on the big screen.

Speakers:
Enrico Bufalini | Director Historical Archive, Films and Docs, Cinecittà S.p.A. (Italy); Artur Liebhart | CEO and Festival Director, Millennium Docs Against Gravity (Poland); Agustina Lumi | Business Development Consultant, Usheru (Ireland); Gregorio Paonessa | Producer, Vivo film (Italy); Anastasia Plazzotta | CEO, Wanted Distribution (Italy)

Moderator:
Giorgio Bigoni | Chief Operating Officer, Cinetel (Italy)



2:00 PM – 3:00 PM Cinema Barberini
Screening Room 1

HOSTED / talk
Manifatture Digitali Cinema: Talent, Technique and Territory

Presentation of the 2025/2026 Training Programs with our Key Partners

Toscana Film Commission, in collaboration with its main partners, presents the free professional training programs offered by Manifatture Digitali Cinema. This training, supported by the European FSE Funds, is designed for professionals in the audiovisual industry, focusing on creativity, innovation, technical skills, and culture. These courses apply Italy's traditional craftsmanship to the world of film and audiovisual production, serving a wide range of sectors.

Speakers:
Francesco Palumbo | Director, Fondazione Sistema Toscana (Italy); Luigi Formicola | Activities Coordinator, MDC (Italy); Pinangelo Marino | Program Coordinator Doc/Kids&Teen, MDC (Italy); Francesca Medolago Albani | Director of Strategic Development, External Relations, and Training ANICA, Anica (Italy); Annalisa Forgiione | President, A.M.C. Associazione Montaggio Cinematografico e Televisivo (Italy); Luigi Cantamessa | Director, Fondazione FS Italiane

Moderator:
Stefania Ippoliti | Director, Toscana Film Commission (Italy)



2:00 PM – 3:00 PM Cinema Barberini
Screening Room 6

DOC / Talk
Conversation with Thom Zimny

Thom Zimny is an Emmy and Grammy award-winning filmmaker, renowned for directing, producing, and editing critically acclaimed documentaries about some of the greatest artists of our time. His latest film, Road Diary: Bruce Springsteen and The E Street Band premiered at the Toronto Film Festival in 2024 and was released on Hulu and Disney + in October 2024. Recently, Zimny co-directed "Willie Nelson & Family" alongside Oren Moverman, which premiered at the 2023 Sundance Film Festival and is now streaming on Paramount +. He also directed the Netflix documentary "SLY," exploring Sylvester Stallone's 50-year legacy in Hollywood, which closed the Toronto Film Festival in 2023. Zimny has collaborated with Bruce Springsteen for 24 years, winning an Emmy for outstanding director for "Springsteen On Broadway."



2:30 PM – 3:30 PM Cinema Barberini
Screening Room 5

DRAMA / Pitching Forum
Drama Pitching Forum #2

This year, the Drama Co-production Market & Pitching Forum will present to the international audiovisual industry a selection of 15 series projects from 12 countries: Czech Republic, Finland, France, Germany, Greece, Ireland, Italy, Norway, Netherlands, Palestine, Switzerland, United Kingdom.

Selected Projects:
Casanova Investigates; Connection Lost - The Story of Lia Olivetti; Dyouf (Guests); P26; Plunder; Rage; Writers Retreat.

Access is not allowed to Talk, Student, or Press badges.



3:00 PM – 4:00 PM Cinema Barberini
Screening Room 4

FILM / Talk
The Independent Film Distribution Arena: Embracing Change

Hybrid viewing habits, moving back and forth between curated platforms and theatrical experiences, are reshaping the way audiences connect with independent films. In today's fast-evolving landscape, what strategies are independent filmmakers and distributors adopting to bring cinematic gems to global audiences in an increasingly competitive market? How are these rapid changes influencing film acquisitions, and what role do festivals, platforms, and social media play in building a successful theatrical release for independent films?

Speakers:
Ola Byszuk | Head of Sales, Co-Founder, Lucky Number (France); Benedetta Caponi | Commercial Director, Wonder Pictures (Italy); Richard Lorber | President, Kino Lorber Media Group (USA); Karel Och | Artistic Director, Karlovy Vary Film Festival (Czech Republic)

Moderator:
Davide Abbatescianni, Journalist, Cineuropa.org (Italy)



3:00 PM – 4:00 PM Palazzo Barberini
Conference Room

MIA XR / Talk
Immersive Futures: XR, Distribution and the Audiovisual Industry

This session will gather leading voices to examine one of the most crucial – yet still underdefined – areas of the immersive landscape: distribution and markets for XR content. The discussion will explore how producers and creators, particularly those coming from traditional film, where dedicated distribution remains rare, world-sales infrastructure is nascent, and box-office models mostly involve LBE venues, with transparency and revenue-sharing practices being refined.

Speakers:
Sönke Kirchhof | CEO; INVR.SPACe GmbH (Germany); Stéphane Millière | President, Gedeon (France); Björn Jensen | Founder & Creative Director, Ginger Foot Films (Germany); Carlo Rodomonti | Head of Strategic & Digital Marketing, Rai Cinema (Italy)

Moderator:
Agnese Pietrobon | Writer & XR Consultant, XRMust (Italy)



3:30 PM – 4:30 PM Cinema Barberini
Screening Room 6

HOSTED / Talk

From Idea To Screen: The Role of the Original Producer

What does a producer really do? Too often, the many professional figures grouped under the term “producer” remain indistinguishable: original producers, executive producers, delegated producers, financial producers... each plays a different role, some following the production process without necessarily engaging in the creative journey. At the core, the original producer is the one who brings a work to life – discovering talent, identifying stories, and building a project piece by piece. As vital to the genesis of a film or series as its authors, their role remains central to understanding how stories truly reach the screen. This panel reflects on these distinctions and on how original producers shape the entire audiovisual ecosystem, shedding light on a profession that is as complex as it is essential.

Introduction:

Marina Marzotto | Producer, President of DEDALUS - Alliance of Original Italian Producers (Italy)

Speakers:

Riccardo Tozzi | Producer, Vice President of DEDALUS – Alliance of Original Italian Producers (Italy); Julie-Jeanne Régnault | Managing Director, European Producers Club (France/Belgium); Fernando Bovaira | Producer (Spain)



4:00 PM – 5:30 PM Cinema Barberini
Screening Room 1

MIA / Talk

Film Archives: Preserving the Past, Shaping the Future

This panel brings together leading voices from the most important film archives in the world to discuss the challenges and opportunities of preservation in the digital era. From safeguarding heritage to making collections accessible to new generations, the conversation will explore how archives remain vital players in the cultural and creative landscape, ensuring that cinema's memory continues to inspire the future.

Speakers:

Stefano Della Casa | Cineteca Nazionale - CSC (Italy); Luciano Castillo | Cinemateca de Cuba; ICAIC (Cuba); Nathalie Graumann | SND-M6 Group (France); Vincent Paul-Boncour | Carlotta Films (France); Adriana Chiesa | Acek (Italy); Gianluca Curti | Minerva Pictures (Italy); Riccardo Tozzi | Cattleya (Italy); Massimo Vigliar | Surf Film (Italy)



4:30 PM – 5:30 PM Cinema Barberini
Screening Room 4

ANIMATION / Talk

The New Production Pipeline: How Game Engines are Reshaping Animation's Business

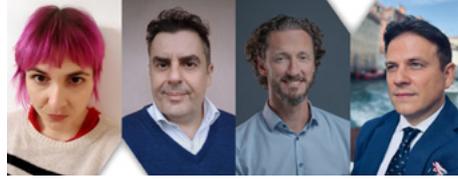
As gaming and animation increasingly share tools, talent, and creative vision, a new space is emerging where innovation thrives. This panel explores how these two industries intersect – through interactive storytelling, real-time production, cross-platform IP strategies.

Speakers:

Zoltán Bathó | Producer & Educator - R&D Real-time, Virtual Production, VFX (The Netherlands); Davide Tromba | CEO, Animoka (Italy); Serena Tripepi | Director, Maga Animation Studio (Italy)

Moderator:

Cristian Jezdic | Producer, beQ Entertainment (Italy)



4:30 PM – 6:00 PM Cinema Barberini
Screening Room 5

DRAMA / Content Showcase

GREENLit

One of the flagship events of MIA's Drama Division, GREENLit is the showcase dedicated to upcoming international series for TV and streaming platforms. This year's edition takes on a celebratory note: four out of the six selected series took part in MIA's Drama Co-Production and Pitching Forum and, after securing partners and financing, are now ready to debut for audiences. Producers, cast, creative teams, broadcasters and platforms will present these innovative works in an exclusive preview, through a conversation that explores their creative and production journey as well as the impact they aim to have on viewers.

Selected Series:

177 Days: the Kidnapping of Farouk Kassam (Italy) - A Rai Fiction - Bim Produzione Co-production; Glina. A New Chapter (Poland, UK) - Produced By Apple Film Production; Millennial Mal (Spain, Portugal) - Produced By Tornasol Media, Millennial Mal AIE, alcaraván Films AIE, Ukbar Films; Seconds 2 (Finland, Estonia) - Produced By Fire Monkey Productions; The Best Immigrant (Belgium) - Produced By Caviar; The Ridge (New Zealand, Scotland) - Produced By Great Southern Studios And Sinner Films.

Moderator:

Paolo Ciccarelli, Head of Drama, MIA | Mercato Internazionale Audiovisivo (Italy)

Access is not allowed to Talk, Student, or Press badges.



5:00 PM – 6:00 PM Cinema Barberini
Screening Room 6

HOSTED / Talk

Territories on Set: Tools and Opportunities for a Film-friendly Future

The panel “Territories on Set” introduces the latest initiatives from the Rome and Lazio Film Commission Foundation, aimed at fostering audiovisual production across the region and abroad. The session will unveil the tools designed to streamline and support film and television projects throughout every stage of production.

Speakers:

Lorenza Lei | Amministratore Delegato, Fondazione Roma Lazio Film Commission (Italy); Maria Giuseppina Troccoli | Presidente, Fondazione Roma Lazio Film Commission (Italy);



6:00 PM – 7:00 PM Cinema Barberini
Screening Room 1

HOSTED / Talk

Films Are More Than Box Office: Where Do New Talents Find Their Space? Production And Distribution in Dialogue

Today, bringing a distributor on board from the earliest financing stages is crucial, not only to secure a sustainable plan, but to steer projects toward increasingly fragmented audiences. In this landscape, producer-distributor synergy is no longer optional: it's essential to discover, nurture, and launch new talents to light. This panel examines how producers and distributors can collaborate strategically to balance artistic vision and industrial viability, navigate international markets and evolving windows, and champion diverse stories and formats.

Speakers:

Simonetta Amenta | CEO, Eurofilm - President, AGICI (Italy); Lucy De Crescenzo | CEO, Europictures (Italy); Davide Novelli | Senior Vice President Distribution, PiperFilm (Italy); Roberto Proia | Executive Director of Theatrical Distribution and Productions, Eagle Pictures (Italy); Ines Vasiljević | CEO, Nightswim - Vice President, AGICI (Italy); Gino Zagari | Exhibitor, Cinema Caravaggio (Italy); Ola Byszuk | Co-founder, Head of Sales, Lucky Number - Producer, Nord-Ouest Films (France)

Moderator:

Simone Catania | Producer, Indyca (Italy)



6:15 PM – 7:15 PM Cinema Barberini
Screening Room 5

ANIMATION / Talk

The Children's Pubcasters Meeting

MIA launches a yearly gathering: leading public broadcasters and top children's content and animation commissioners meet for a strategic exchange behind closed doors, followed by an open discussion with producers, creators, and industry players to foster future collaborations.

Speakers:

Patricia Hidalgo | Director of Children & Education, BBC (UK); Patricia Vasapollo | Responsible Family & Fiction, HR/ARD (Germany); Pierre Siracusa | Director of Animation, Children & Youth Department, France Télévisions (France); Yago Fandiño | Head of Children's Content and Director of Clan TV, RTVE-Clan (Spain); Roberto Genovesi | Director, Rai Kids (Italy)

Moderator:

Federica Pazzano | Conference Programming Lead - Animation Division, MIA | Mercato Internazionale Audiovisivo (USA/Italy)



9.10

THURSDAY

Sina Bernini Bristol Hotel

11:00 AM – 12:30 PM Sina Bernini Hotel
Conference Room Enea

HOSTED / Meeting

European Producers Club
Head of Drama Meeting



12:30 PM – 2:30 PM Cinema Barberini
Terrace

Get Together
Swiss Films Lunch

By invitation only


**NETWORKING
EVENTS**

BUYERS CLUB

9:30 AM – 11:14 AM Cinema Barberini
Screening Room 3

Keep Quiet

104' - by Vincent Grashaw
Visit Films
Market Screening

9:30 AM – 11:17 AM Cinema Barberini
Screening Room 7

Love in Separate Beds

Due cuori e due capanne

107' - by Massimiliano Bruno
Vision Distribution
Market Screening

10:00 AM – 10:59 AM Cinema Barberini
Screening Room 2

The Martese Woods

Bosco Martese

59' - by Fariborz Kamkari
Acek S.R.L
Market Screening

11:30 AM – 1:04 PM Cinema Barberini
Screening Room 2

Mortician

94' - by Abdolreza Kahani
Visit Films
Market Screening

11:30 AM – 1:12 PM Cinema Barberini
Screening Room 3

A Year of School

Un Anno Di Scuola

102' - by Laura Samani
Rai Cinema International Distribution
Market Screening

11:30 AM – 1:06 PM Cinema Barberini
Screening Room 7

Hen

Kota

96' - by György Pálfi
Lucky Number
Market Screening

1:30 PM – 3:12 PM Cinema Barberini
Screening Room 7

A Survivor's Tale

L'île de la Demoiselle

102' - by Micha Wald
Pulsar Content
Market Screening

1:45 PM – 3:41 PM Cinema Barberini
Screening Room 2

For You

Per te

116' - by Alessandro Aronadio
PiperPlay
Market Screening

2:00 PM – 3:32 PM Cinema Barberini
Screening Room 3

Wild Foxes

La Danse des renards

92' - by Valéry Carnoy
The Party Film Sales
Market Screening

3:45 PM – 5:44 PM Cinema Barberini
Screening Room 7

Palestine 36

119' - by Annemarie Jacir
Lucky Number
Market Screening

3:50 PM – 5:40 PM Cinema Barberini
Screening Room 3

Illusion

Illusione

110' - by Francesca Archibugi
Fandango
Market Screening

4:00 PM – 5:30 PM Cinema Barberini
Screening Room 2

Ni Primera Ni Dama - The Last First Lady

Ni Primera Ni Dama - L'ultima First Lady

90' - by Barbara Cupisti
Rai Cinema International Distribution
Market Screening

5:45 PM – 7:19 PM Cinema Barberini
Screening Room 2

Queen Of Coal

Miss Carbón

94' - by Agustina Macri
Fandango
Market Screening

6:00 PM – 7:25 PM Cinema Barberini
Screening Room 7

Bouchra

85' - by Meriem Bennani and Orian Barki
Lucky Number
Market Screening



ROME FILM FEST

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15—26 OTTOBRE

20^A EDIZIONE

10.10

FRIDAY

10:00 AM - 11:00 AM

Cinema Barberini

Screening Room 1

ANIMATION / Talk

Tracing Paths for Global Cooperation

In a global industry, true collaboration between countries that are geographically and culturally distant remains a challenge. This session explores how players can build successful partnerships across borders – and what the industry can do to make these collaborations more effective and inclusive.

Speakers:

Jinsu Shin | Commissioning Editor, EBS Korea Educational Broadcasting System (South Korea); Olivier Lelardoux | CEO, Blue Spirit - Studio TF1 (France); Coralie Boitrelle-Laigle | Director of Youth Content France, M6 Group-Gulli (France)

Moderator:

Mounia Aram | Founder & CEO, MA Company (France / Morocco)



10:00 AM - 1:30 PM

Cinema Barberini

Screening Room 5

HOSTED / Talk

General Assembly on Short Films: Institutions in Dialogue

An annual event where institutions and key players in the Italian short film industry join forces to analyze the current state of the short film market; new financing models, independent production and distribution, future challenges for the audiovisual industry, innovative promotion strategies, and the evolving relationship between audiences and cinemas.

Speakers:

Lorenza Lei | CEO, Fondazione Roma Lazio Film Commission (Italy); Piera Detassis | President and Artistic Director, Fondazione Accademia del Cinema Italiano - Premi David di Donatello (Italy); Nicola Claudio | President, Rai Cinema (Italy); Chiara Sbarigia | President, Associazione Produttori Audiovisivi (Italy); Gianluca Curti | President, CNA Cinema e Audiovisivo Nazionale (Italy); Simonetta Amenta | President, Associazione Generale Industrie Cine-Audiovisive (Italy); Giuliana Fantoni | President, Federazione Italiana Cinema D'Essai (Italy); Simone Gialdini | President, Cinetel (Italy); Saverio Pesapane | Italian Short Film Association - ISFA (Italy); Carlo Rodomonti | President, Unione Editori e Creators Digitali di ANICA (Italy);

Moderator:

Gianluca Giannelli | Co-Director, Alice nella Città (Italy)

Access is also available through the guest list upon prior reservation at the following address: unbox@miamarket.it



Hosted by Alice nella Città / SIAE / Rai Cinema

10:15 AM - 11:00 AM

Cinema Barberini

Screening Room 6

DOC / Talk

Pitch Perfect: What Does Japanese Broadcaster NHK Expect from Producers?

Dive into the Art of Documentary Pitching and join top industry experts at MIA for an insightful panel exploring what producers are expected to bring to the table, creatively, strategically, and beyond, when it comes to crafting the perfect pitch.

Speaker:

Hiroshi Yokota | Director and Producer, NHK Enterprises (Japan)

Moderator:

Marco Spagnoli | Head of Doc & Factual and Deputy Director, MIA | Mercato Internazionale Audiovisivo (Italy)



11:15 AM - 12:00 PM

Cinema Barberini

Screening Room 6

DOC / Talk

From Documentary to Full Immersion: The GEDEON Experiences Case. A conversation with Stéphane Millière

GEDEON Experiences, a spin-off of the renowned French group GEDEON Programmes, has successfully evolved from traditional documentary to high-impact immersive and VR experiences, transforming cultural content into international touring events. From Pompeii to Versailles, from the first Impressionist exhibition to La Sagrada Familia, each project combines historical accuracy, cinematic storytelling, and technological innovation.

In this conversation with Stéphane Millière, producer and president of GEDEON, we will explore the company's production and distribution model, the challenges of financing immersive media, and the opportunities for producers and cultural institutions aiming to bring art and heritage to new audiences, in France and around the world.

Speaker:

Stéphane Millière | President of GEDEON MEDIA GROUP (France)

Moderator:

Gioia Avvantaggiato | President & Executive Producer, GA&A (Italy)



12:30 PM - 1:30 PM

Cinema Barberini

Screening Room 1

HOSTED / Talk

From Page To The Big Screen: In Conversation With Ludovica Rampoldi

This meeting is part of the "Dalla pagina al grande schermo" seminars, a roadshow organized by ANICA since 2015 in collaboration with the Directorate General for Libraries and Copyright - Mic. The masterclasses are led by writers, directors, screenwriters, producers, and film and audiovisual industry professionals, with the aim of analyzing the development stages of a film, starting from the screenplay. Organized by ANICA

in cooperation with MIC - Directorate-General for Libraries and Cultural Institutes.

Speaker:

Ludovica Rampoldi | Screenwriter, writer and director (Italy)

Moderator:

Marco Spagnoli | Head of Doc & Factual and Deputy Director, MIA | Mercato Internazionale Audiovisivo (Italy)



2:30 PM - 3:30 PM

Cinema Barberini

Screening Room 5

HOSTED / Talk

From Invisible Talents to a New Standard for the Diversification of the Audiovisual Industry: Diversifind a Year After Its Launch

Diversity is no longer just a cultural value: it is a strategic lever for the competitiveness of the audiovisual sector. Since the launch of Diversifind, the platform that has opened up new opportunities for underrepresented talents, we present the data from the first year and the projects carried out with major industry players. The panel will conclude with the unveiling of DiversiCheck, the first tool capable of mapping all productions and measuring representation levels both on and off screen.

Speakers:

Chiara Sbarigia | Presidente, APA (Italy); Chris Richmond | COO, Diversifind (Italy); Ivana Kastratovic | Head of Production, Sky Italia (Italy); Miriam Giuliano | Language Producer Amazon MGM Studios, Prime Video Italia (Italy)

Moderator:

Francesca Vecchioni | Presidente, Fondazione Diversity (Italy)



10:00 AM - 12:00 PM

Palazzo Barberini

Conference Room

INNOVATION FOR CREATIVE INDUSTRIES / Talk

Vertical AI Workshops #5. We'll Fix It in AI! But Wasn't It In Post?

Come and discover how AI can transform filmmaking, enabling directors and producers to maximise their creativity by redirecting resources to high-impact areas.

Speaker:

Francesco Grisi | CEO & Founder, EDI (Italy)

Participation is upon registration only, subject to availability.



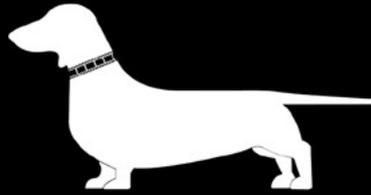
● MIA 2025

MIA 11th Edition Awards Closing Ceremony

Celebrate excellence at the MIA Awards Ceremony, presenting the following prizes which will be assigned during the closing event:

- MIA Development Award Best Animation Project
- MIA Development Award Best Doc Project
- MIA Development Award Best Drama Project
- MIA Development Award Best Film Project
- Sony Pictures Television Award
- Paramount New Stories Award
- Gedi Visual Award
- Screen International Award
- Wiftni Award





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Lazio is **first in Italy** for number of active film and audiovisual companies and among the top regions in Europe for investment in film and TV production. Over the past 9 years, through the **Lazio Cinema International** program, we have co-financed **215 international co-productions**, strengthening the competitiveness of our producers, attracting foreign investments, making Lazio and its beauty be known all over the world and helping to create new job opportunities. Our films have involved **261 foreign production companies** from around the world, winning **781 awards and nominations** in Italy and abroad. Now, let's go on: we are looking for new ideas, new products and new talents to go on together in the wake of great Italian cinema.

CINEMA AND AUDIOVISUAL HUB CONTACTS

-  Via Parigi n. 11 – Roma
-  (+39) 06 - 5168.5152
-  ufficiocinema@regione.lazio.it

-   lazioterradycinema
-  lazioterradycinema.it

USEFUL INFO

● Registration Office and badge pick up

You can collect your badge from October 5th until October 10th, at Sina Bernini Bristol Hotel
Piazza Barberini, 23 – 00187 Rome, Italy

To collect your MIA badge, please present a valid ID and the confirmation letter from the Accreditation Office with your QR Code. The badge grants you access to MIA venues.

If someone else is collecting it for you, they'll need a proxy letter, a copy of your ID, and their own ID.

● How to reach MIA

Rome Airports

- Leonardo Da Vinci
Rome Fiumicino Airport (FCO)
32 km / 20 mi
- Rome Ciampino Airport (CIA)
18 km / 11 mi

By train

- Roma Termini railway station
1,3 km / 0,8 mi
- Roma Tiburtina railway station
3,9 km / 2,4 mi

By car

The area is accessible by
car/motorbike
(⚠ traffic-restricted zone ⚠)

Underground

Metro line A (Red line)
Barberini / Fontana di Trevi Stop

Bus

52, 53, 61, 62, 63, 80, 83, 85, 160, 492, 590
APP: Moovit, Roma Mobilità

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Tel: (+39)06 3570
APP: itTaxi, Uber, FREENOW

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Cooltra e-Scooters/e-bikes/e-motorcycle

Lime Micromobility e-Scooters/e-bikes/seated e-scooters

Dott e-Scooters/e-bikes

Uber e-Scooters/e-bikes

● MIA 2025 Official Venues

Sina Bernini Bristol Hotel, Autograph Collection

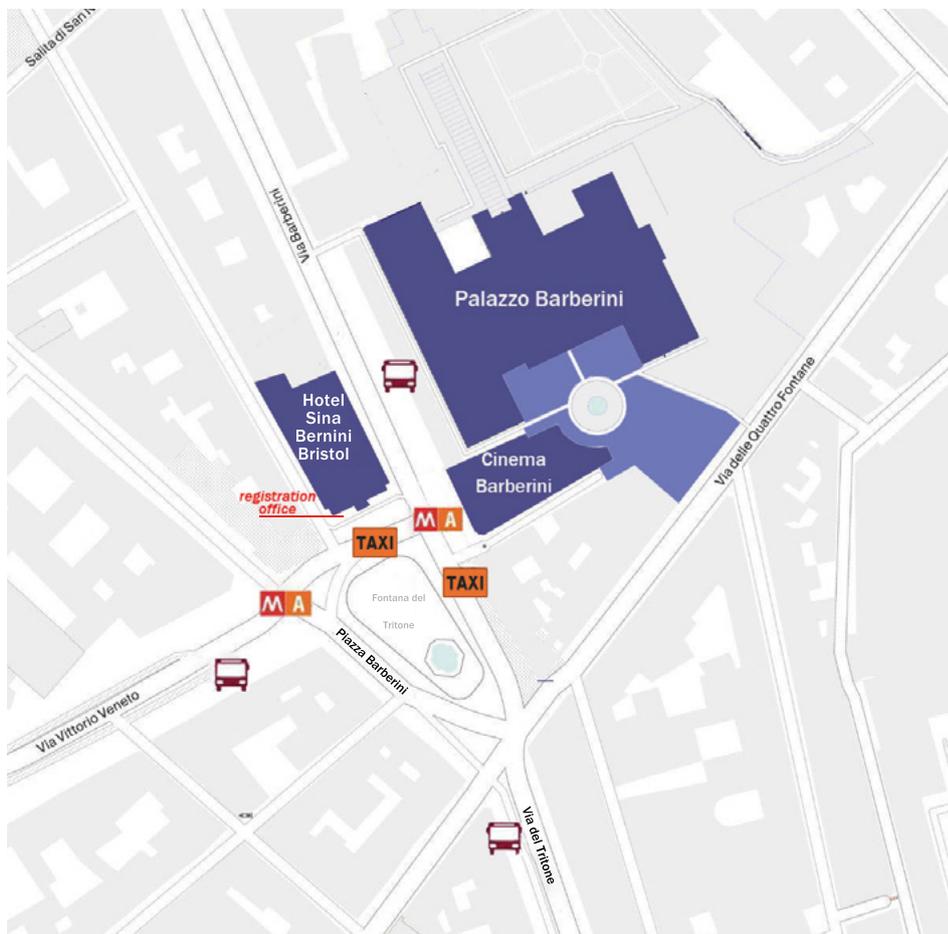
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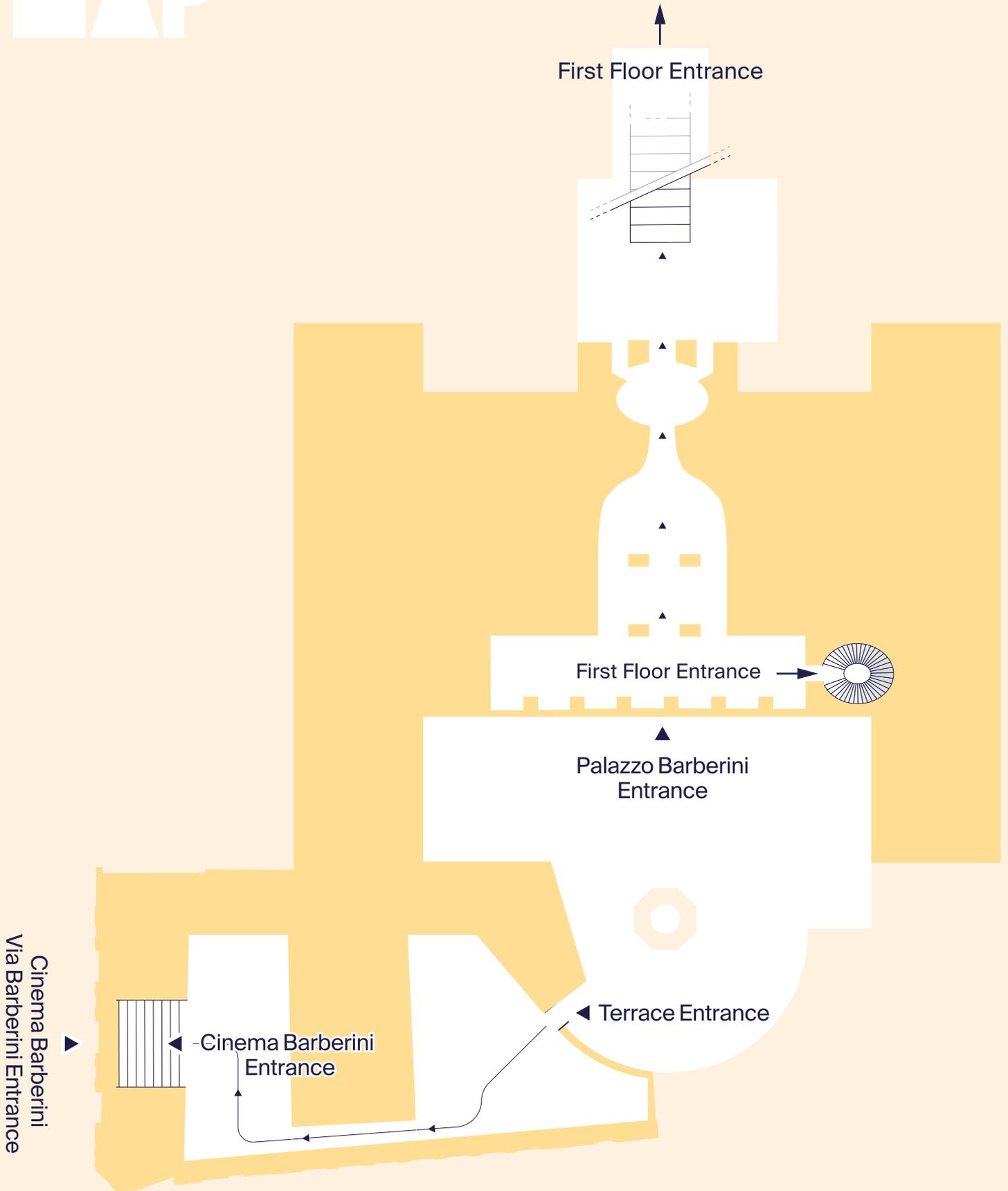
Palazzo Barberini

Via delle Quattro Fontane, 13
00184 Rome, Italy

Cinema Barberini

Piazza Barberini, 24/26
00187 Rome, Italy





Palazzo Barberini Ground Floor+Terrace

Sina Bernini Bristol Hotel Autograph Collection

Lower Floor (Sala Orazio & Tacito)

- **Registration Office**

Opening hours:

October 5th from 9.00 am to 6.00 pm

October 6th from 9.00 am to 7.00 pm

October 7th from 9.00 am to 7.00 pm

October 8th from 9.00 am to 7.00 pm

October 9th from 9.00 am to 7.00 pm

October 10th from 9.00 am to 6.00 pm

Lower Floor (Sala Orazio & Tacito)

- **Luggage Storage**

Opening hours:

October 6th from 9.00 am to 6.00 pm

October 7th from 9.00 am to 6.00 pm

October 8th from 9.00 am to 6.00 pm

October 9th from 9.00 am to 6.00 pm

October 10th from 9.00 am to 5.00 pm

Mezzanine floor / Conference Rooms

- **Enea Room**
- **Apollo Room**
- **Dafne Room**
- **MIA Temporary Office**
- **Press Room**

Palazzo Barberini

First Floor

- **Info point**
- **Sala Ovale / Exhibitors' Room**
- **Salone Pietro da Cortona / Exhibitors' Room**
- **Sala dei Marmi / Conference Room**
- **Sala del Trono / Book Adaptation Forum**
- **MIA XR / Exhibition Rooms 1&2**
- **Co-Production Rooms 1, 2, 3, 4, 5, 6**

Opening hours:

October 6th from 9.00 am to 6.30 pm

October 7th from 9.00 am to 6.30 pm

October 8th from 9.00 am to 6.30 pm

October 9th from 9.00 am to 6.30 pm

October 10th from 9.00 am to 6.00 pm

Gardens

- **MIA Networking Lounge**

Opening hours

October 6th from 9.00 am to 6.30 pm

October 7th from 9.00 am to 6.30 pm

October 8th from 9.00 am to 6.30 pm

October 9th from 9.00 am to 6.30 pm

October 10th from 9.00 am to 6.00 pm

- **Serre Barberini / Bar and Restaurant**

serrebarberini.it [Link](#)

Opening hours

October 6th from 12.00 pm to 15.00 pm

October 7th from 9.00 am to 7.00 pm

October 8th from 9.00 am to 7.00 pm

October 9th from 9.00 am to 7.00 pm

October 10th from 9.00 am to 7.00 pm

Cinema Barberini

- Screening Rooms: 1, 2, 3, 4, 5, 6, 7
- Ground Floor: info point

Mezzanine floor

- Coffee Lounge

Opening hours:

October 6th from 9.30 am to 5.00 pm

October 7th from 9.30 am to 5.00 pm

October 8th from 9.30 am to 5.00 pm

October 9th from 9.30 am to 5.00 pm

October 10th from 9.30 am to 5.00 pm

Terrazza Barberini

Main Entrance

from Cinema Barberini (Top Floor Terrace)
Piazza Barberini 24/26 – 00187 Roma, Italy

Entrance

from Palazzo Barberini (Front Courtyard)
Via delle Quattro Fontane 13 – 00187 Roma, Italy

- Bar & Restaurant B24

Reservation:

M. + 39 392 273 2836

Bar opening hours:

October 6th from 9.00 am to 6.30 pm

October 7th from 9.00 am to 6.30 pm

October 8th from 9.00 am to 6.30 pm

October 9th from 9.00 am to 6.30 pm

October 10th from 9.00 am to 6.30 pm

Restaurant opening hours:

October 6th from 12.00 pm to 3.00 pm

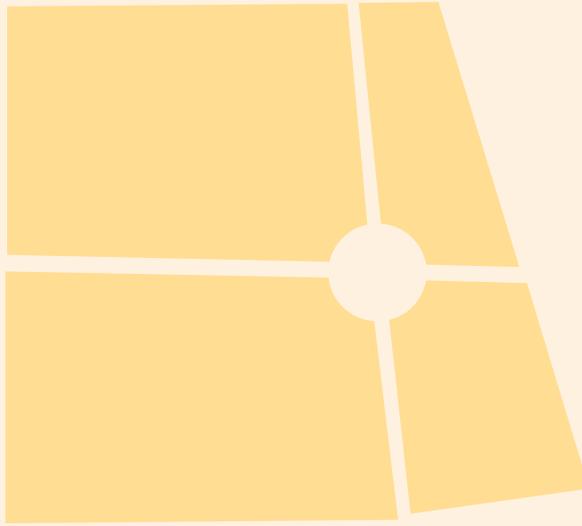
October 7th from 12.00 pm to 3.00 pm

October 8th from 12.00 pm to 3.00 pm

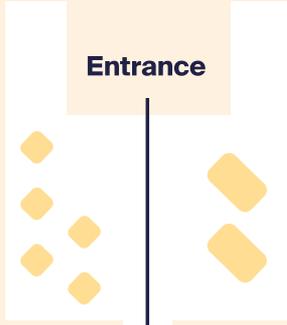
October 9th from 12.00 pm to 3.00 pm

October 10th from 12.00 pm to 3.00 pm

Serre Barberini Bistrot

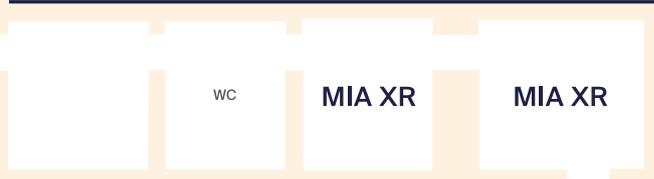


Entrance



Sala Ovale

Exhibitors Room & Shoot The Book

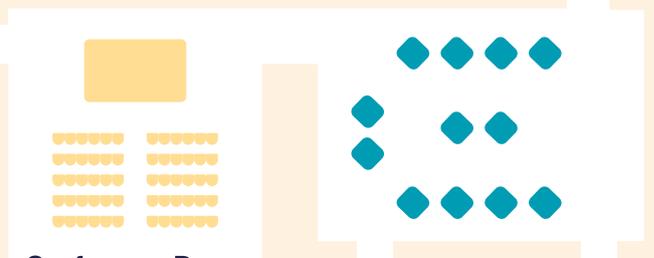


WC

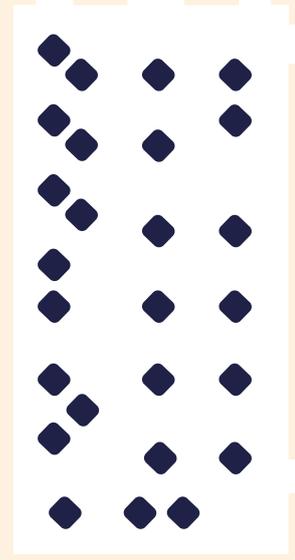
MIA XR

MIA XR

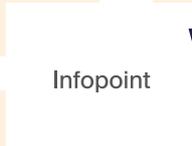
< Sala del Trono
Book Adaptation Forum



Conference Room



Entrance



Infopoint



Scala Borromini

< < < Co-Production
Room 1



< Co-Production
Room 2

Salone Pietro da Cortona
Exhibitors Room



< Co-Production
Room 3

Co-Production >
Room 5

Co-Production >
Room 6

< Co-Production
Room 4

Palazzo Barberini First Floor

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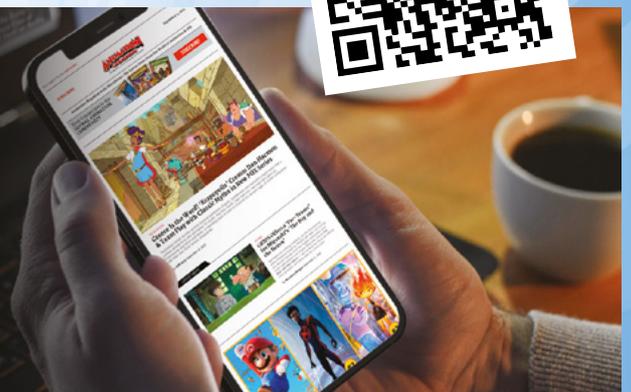
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