

Beat: Entertainment

## **MIA A LEADING INTERNATIONAL EVENT DEDICATED TO AUDIOVISUALS WILL BE BACK IN ROME**

**9th Edition: October 9th - 13th 2023**

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**USPA NEWS** - After an extraordinary 2022 edition that saw attendance grow by 20%, MIA International Audiovisual Market directed by Gaia Tridente and promoted by ANICA and APA, returns to Rome from 9th to 13th October 2023 with its ninth edition.

MIA is a destination for the global audiovisual ecosystem, conceived as a curated market, a physical and digital space for animation, documentary, drama and film professionals. Today, MIA is the most important industry event in Italy and is one of the must-attend international forum focused on audiovisual contents' co-production, financing strategies and business models, sales and distribution, talents and projects circulation. MIA offers a wide range of specific programs, featuring dedicated Co-production Market and Pitching Forums, Market Screenings, Content Showcases, b2b meetings, tailored networking activities as well as an impressive line-up of conferences tackling the latest and hottest topics among industry insiders. MIA has gained throughout the years a continuous interest from the European and international professionals: top decision-makers, networks, and platforms discuss at MIA the opportunities and challenges of the audiovisual production and distribution in today's international content paradigm.

The last edition of MIA closed with excellent results: over 2400 registered participants from 60 countries around the world, with a +20% increase in attendance compared to the 2021 edition. The year 2022, with its strong editorial program representing the entire audiovisual ecosystem and its paradigms, was a turning point for MIA, making it a hotbed of discussion, debate, and confrontation between the most important international executives from all over the world.

ANICA and APA, have renewed their commitment to organize the 2023 edition, ensuring a unique marketplace to strengthen the audiovisual ecosystem, and supporting its industrial and cultural positioning on the global scene, to facilitate new business opportunities for the development and creation of new contents, developing new international co-productions, as well as encourage sales and distribution of contents, and accelerate circulation of talents and projects.

The next, and ninth, edition of MIA will return to Rome's Barberini District (Barberini Theater and Palazzo Barberini's Museum) for five days, from 9th to 13th October 2023, and will aim to secure on the positioning acquired over the years and, at the same time, to strengthen the project through an enriched program dedicated to professionals operating in the production and distribution of animation, documentaries, factual, feature films and drama. Lot of room will also be given to technologies and to the Innovation for Creative Industries' program and the B2B Exchange program, aimed at fostering the circulation of professionals and works between European countries. As in previous editions, on-site activities will be enhanced and complemented by online activities, through the MIA DIGITAL online platform.

MIA was born in 2015 thanks to ANICA (Italian Association of Film, Audiovisual and Digital Industries), chaired by Francesco Rutelli and APA (Audiovisual Producers Association) chaired by Giancarlo Leone. Since its first edition in 2015, MIA, has the support of the Italian Ministry of Foreign Affairs and International Cooperation, of ITA-Italian Trade Agency, the Italian Ministry of Enterprises and Made in Italy, of the Italian Ministry of Culture, of the Lazio region. Since 2022, the market has been supported by Creative Europe MEDIA, which is also co-financing the 2023 edition.

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