

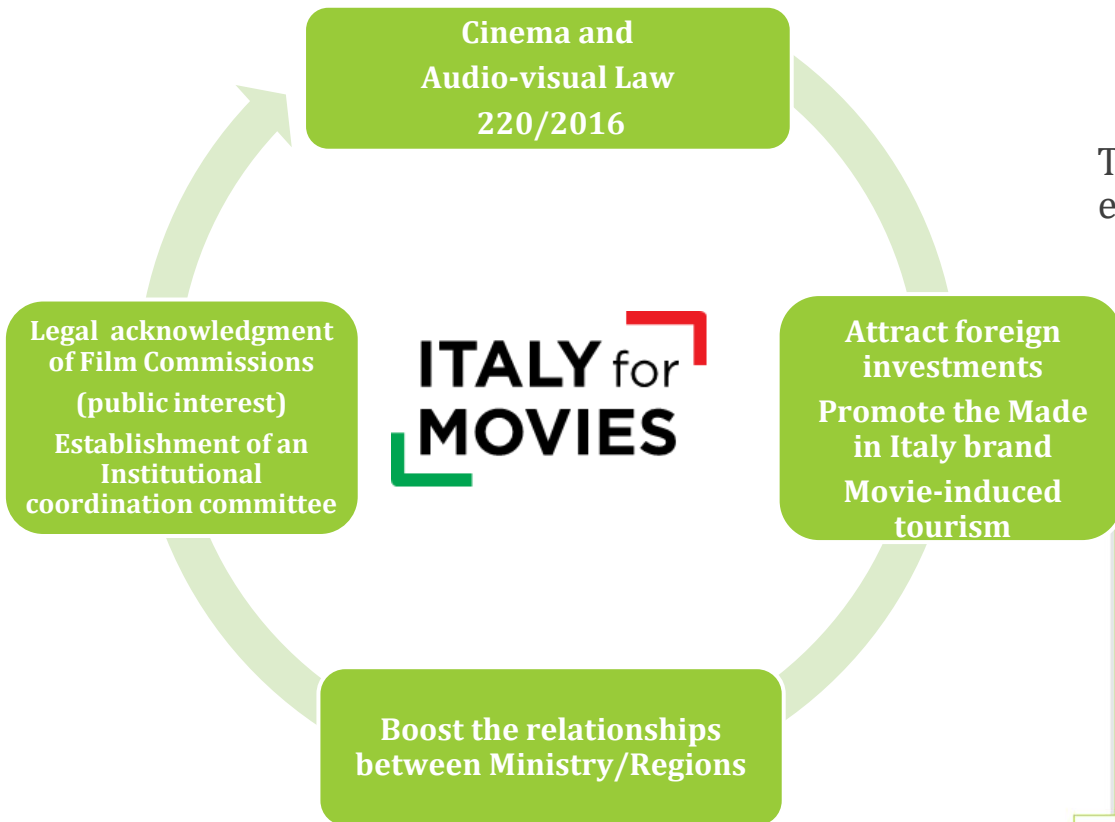


**Welcome to the Italy of Cinema and
Audiovisual**

MIA – Rome, October 4, 2021

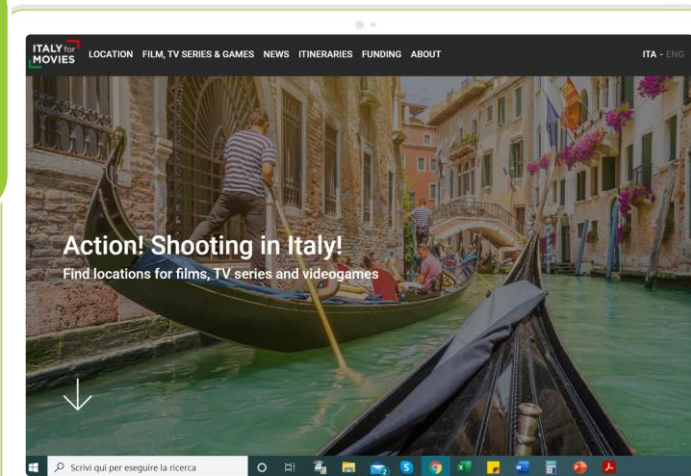


Concept: origin and development



Launched in September 2017 by the
Italian Ministry of Culture.

Technical and organisational management entrusted to **Cinecittà** in partnership with **Italian Film Commissions.**



IFM - the strategic aims



Domina (TV series, 2021) - Cinecittà Studios, Rome

The national web portal for professionals in the audio-visual sector and film tourists



Institutional
tool to
promote the
Made in Italy
brand



Increase the
visibility of
shooting
locations in
Italy



Attract
foreign
investments

The IFM journey

ITALY for
MOVIES



2017
IFM is
online



2018
IFM is Social
(FB; Instagram;
LinkedIn)



2019
App
IFM



Film
Commission
reserved
area



Italian Film Commissions

2021
New
IFM site



The results of Italy for Movies

ITALY for
MOVIES



2.000 locations
10.000 images


**+20% in
two years**



**100 funding
summaries**



**660 films, TV
series and
videogames**


**+40% in
two years**



**70 itineraries
for film
tourists**


**+35% in
two years**



**News
published
daily**



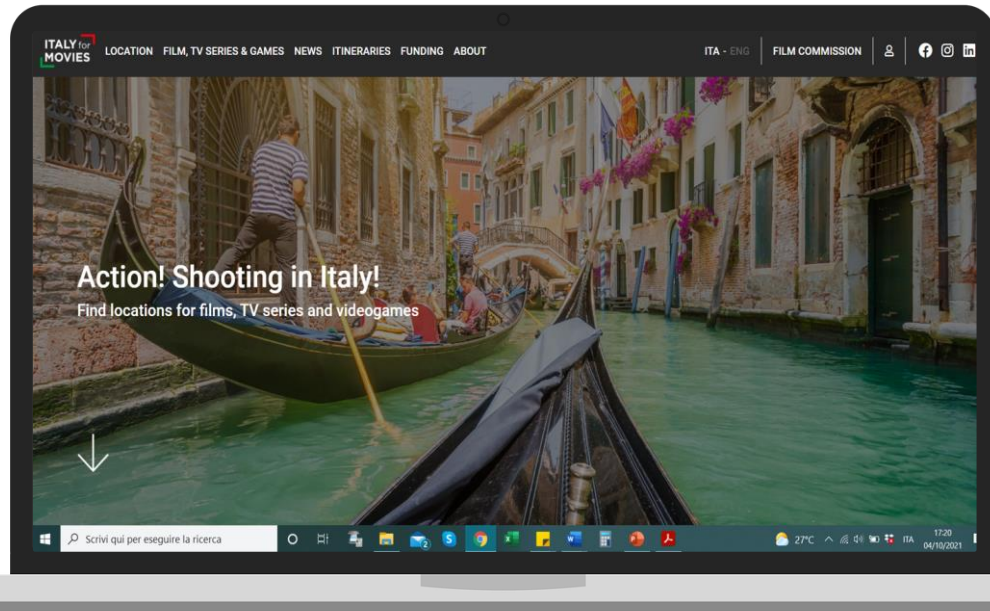
**Website
traffic
+37%
compared
to 2019**

The new Italy for Movies

More dynamic,
engaging and
modern graphics



Account area to
save favorite
content



Simpler and
more intuitive
navigation



New "Itineraries"
page for creating
cinema tourism
routes and our
pre-prepared
journey ideas



Direct and easy map search



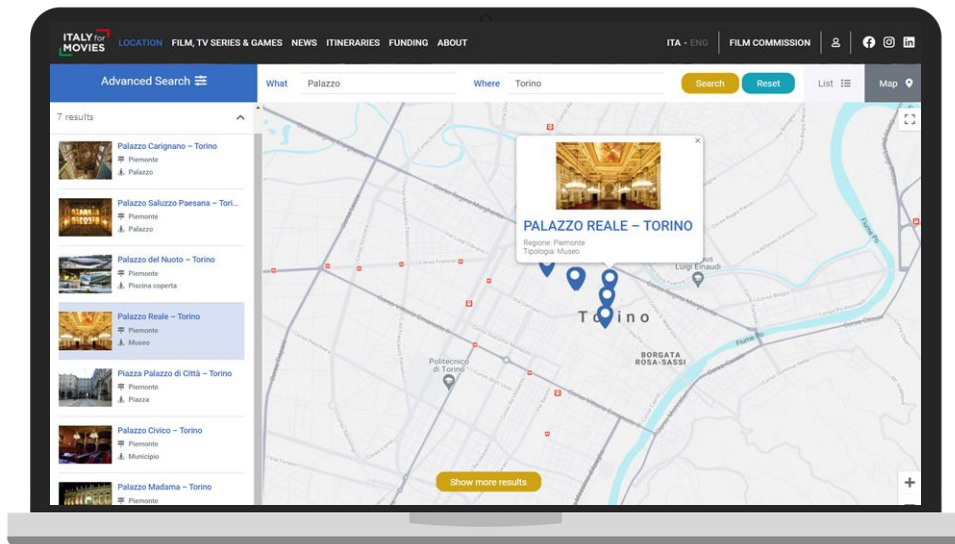
Find the best location for you

Advanced search
with filters



See the results
displayed on map
or list

Improve search
with detailed
categories



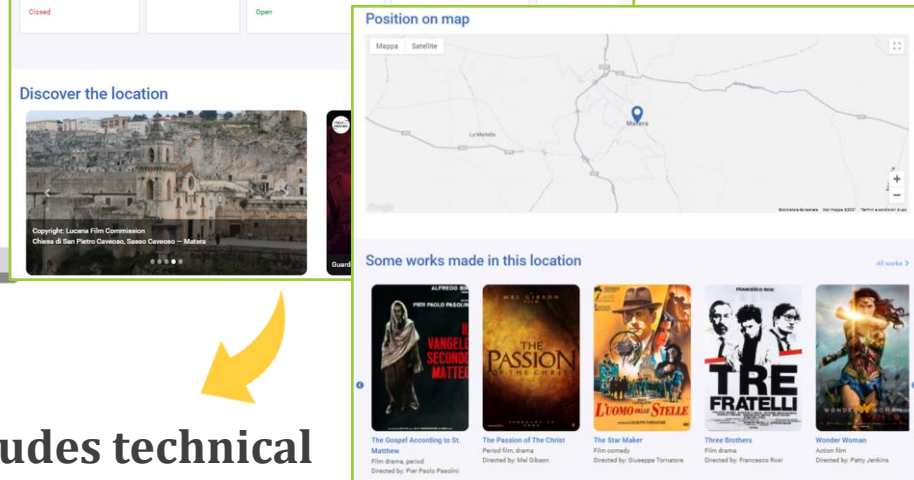
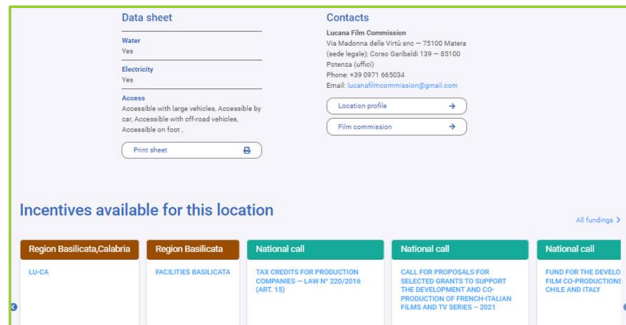
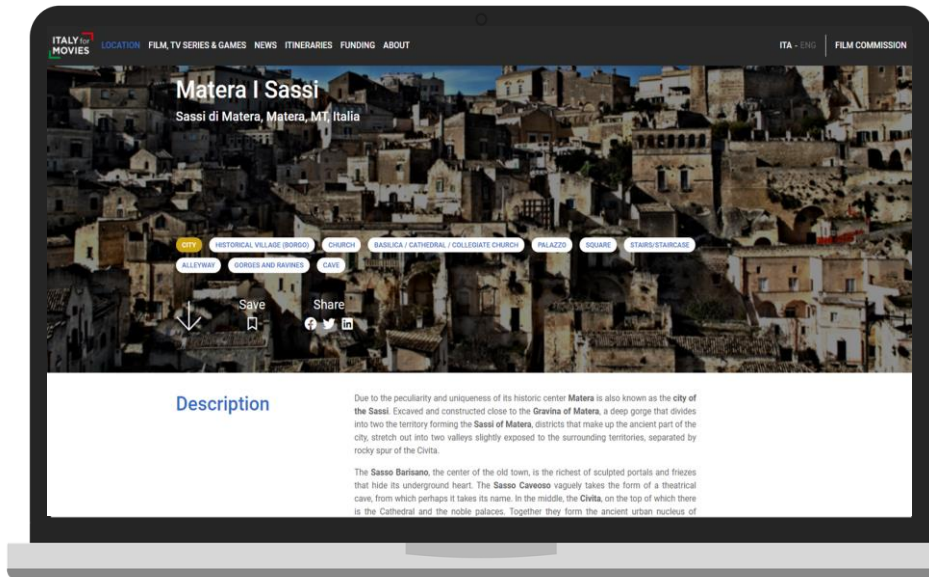
Check the location
from the map
display

Consult the technical profile for
each location

Find out more about the location



ITALY for
MOVIES



Each location has a
detailed profile

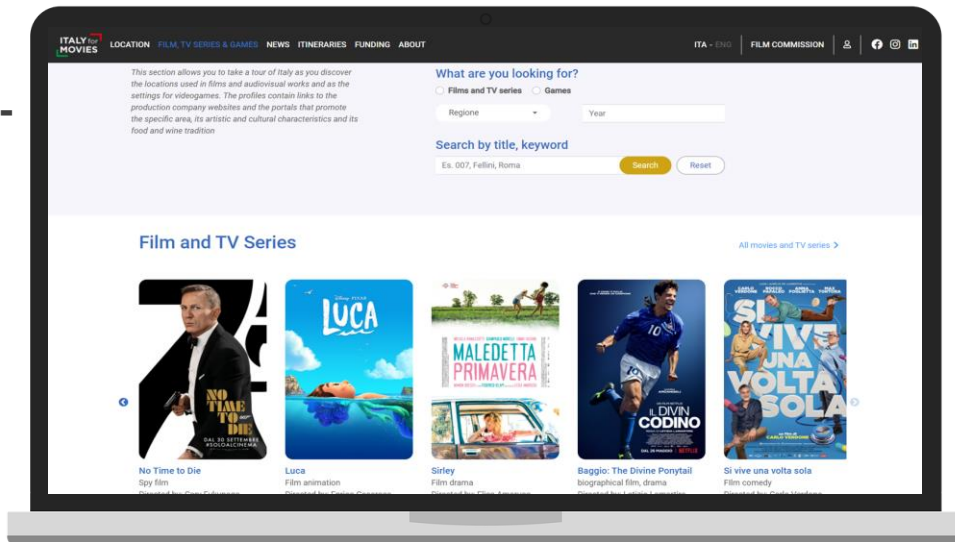
The profile includes technical
information and useful contacts

Find the shooting locations for films, TV series and videogames

ITALY for
MOVIES



Consult the vast
catalogue of audio-
visual works shot
in Italy



Search by type,
year, region or key
word



Go to the individual summary to
discover the locations

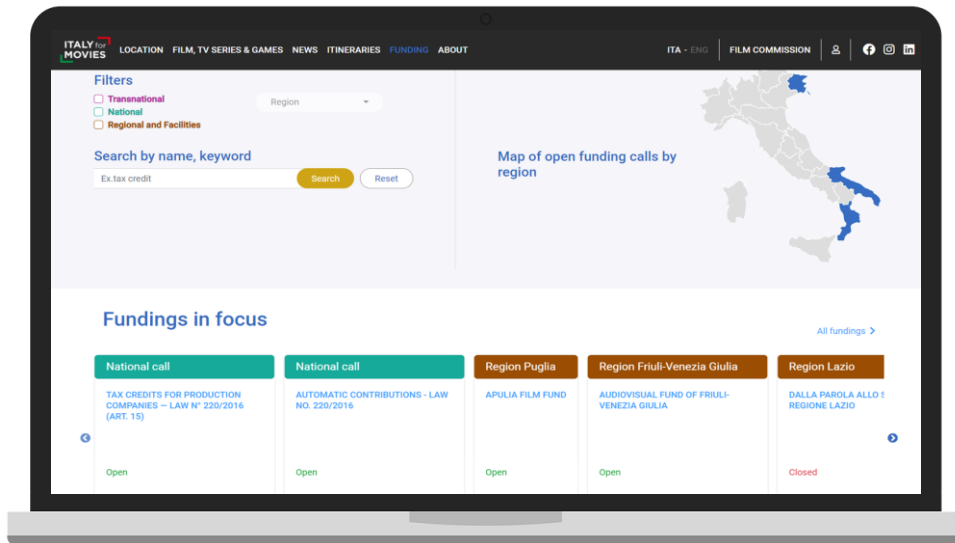
Find out about available funding incentives

ITALY for
MOVIES

Search by area
(regional, national,
international)



Search by key
word



Available regional
grants are clearly
presented on the
map

Consult the individual summaries

Consult the incentive summaries



ITALY for
MOVIES

The screenshot shows the official website for Italy's film incentives. The header includes navigation links like 'LOCATION', 'FILM, TV SERIES & GAMES', 'NEWS', 'ITINERARIES', 'FUNDING', and 'ABOUT'. The main title is 'Tax Credits for attracting investments in film and audiovisual products to Italy — Law n° 220/2016 (article 19)'. Below the title are social media sharing options (Save, Share, Gestisci). The page is divided into two main sections: 'Contacts' and 'Description'. The 'Contacts' section provides information for MiC - Directorate General Cinema and Audiovisual (DGCA), including a telephone number, fax, and email, along with buttons to 'Link to the call' and 'Print Tab'. The 'Description' section explains the law's purpose and lists six types of tax credits: production companies, distribution companies, exhibitors, film supply, attracting investments, and companies outside the sector. It also mentions that credits can be used to offset tax liabilities.

Data sheet

PRODUCTION

Foreign film

DISTRIBUTION CHANNEL

Cinema
Television
Web

FILM INDUSTRY BRANCH

Production

BUDGET

€50,000,000

ELIGIBLE PROJECTS

Feature Film
Short Film
TV series
Documentary
Animation
Web product

BENEFICIARIES

Italian executive production company

REQUIREMENTS

- Minimum paid-up share capital: €40,000 (€10,000 for the production of short films).
- Minimum net assets: €40,000 (€10,000 for the production of short films).

PAYMENT SCHEDULE

Within 60 days of receiving the final application, and after checking the availability of funds, DGCA will inform applicants as to whether or not their works meet cultural eligibility requirements.

Each summary outlines key information about the grant

Find out right away if it is a fit for you

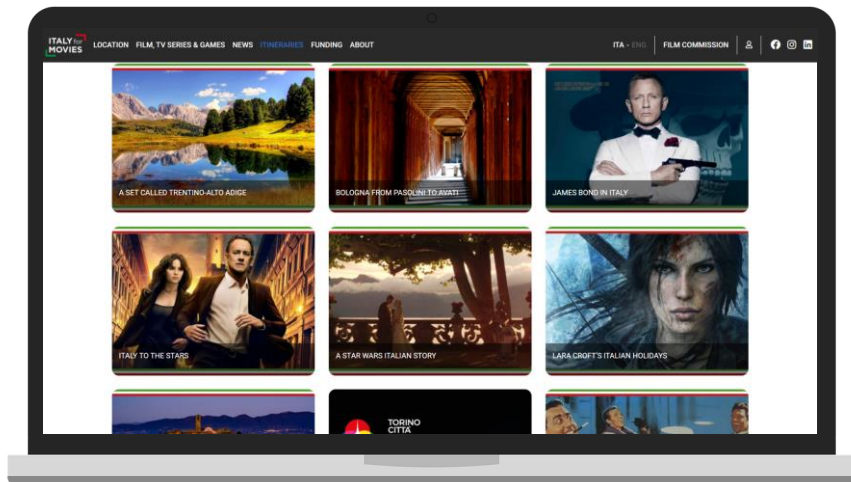
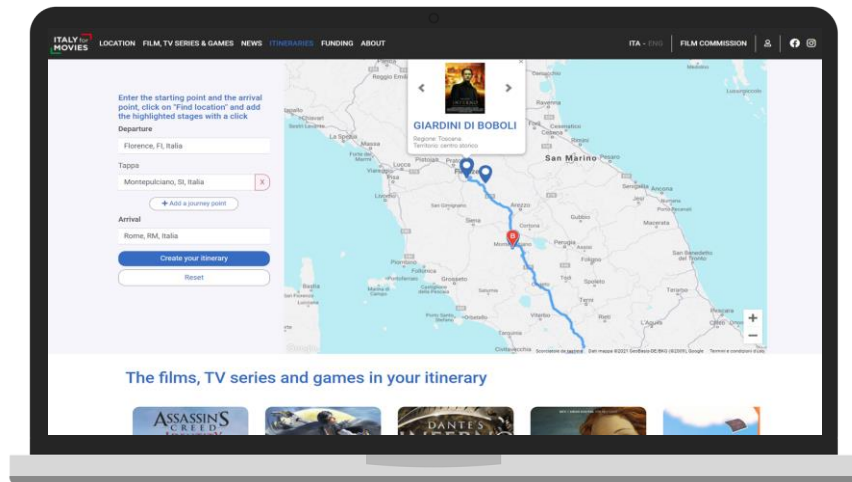
Tour Italy's locations

ITALY for
MOVIES

Create your own
itinerary

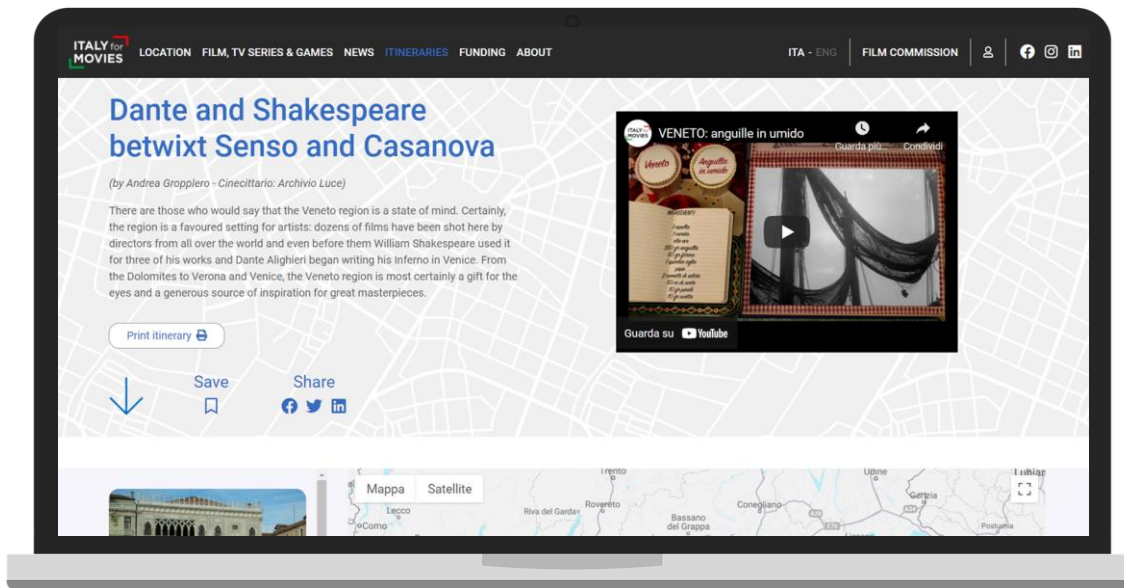


Discover our travel
suggestions



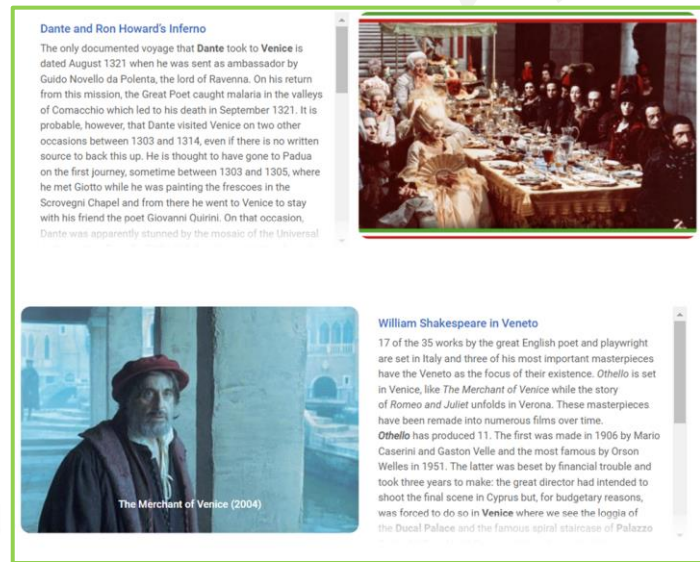
The new cine-gastronomic itineraries !

ITALY for
MOVIES

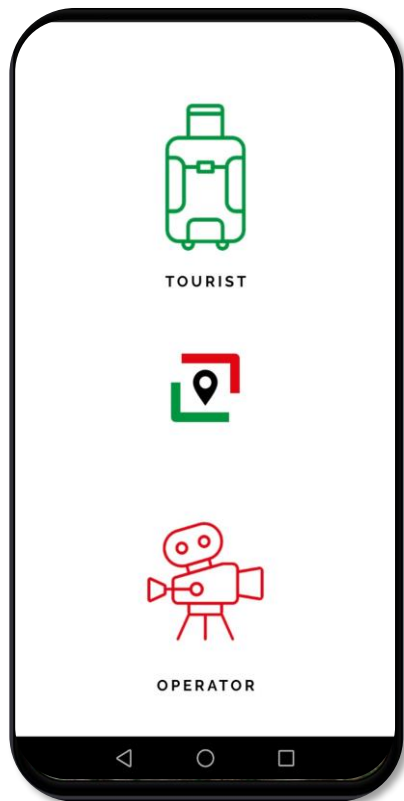


Video recipes from the
Archivio Storico Luce

20 journeys to learn local
recipes, the history of regional
cooking and foodie fun facts



Italy for Movies presents its App



The first App dedicated to **the best of Italy's locations** for film and audiovisual production.

A constantly updated **guide** to help you discover the **places behind the films, production grants, itineraries and news.**

One app for **different targets: professionals and film tourists.**



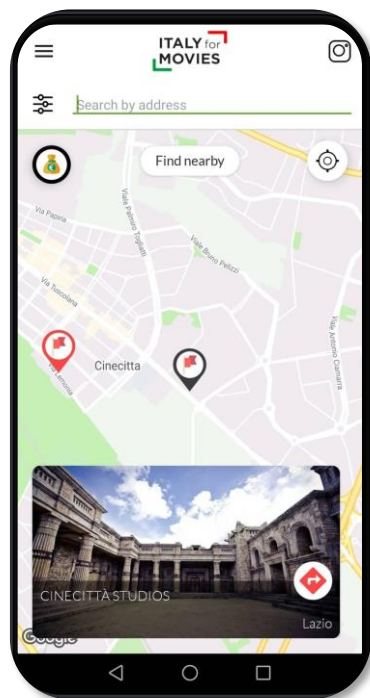
Application native
iOS/Android

Bilingual
(Italian/English)

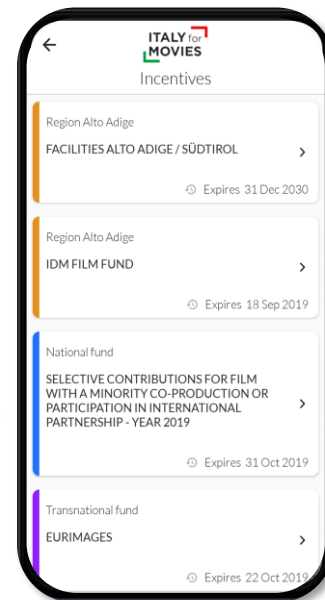
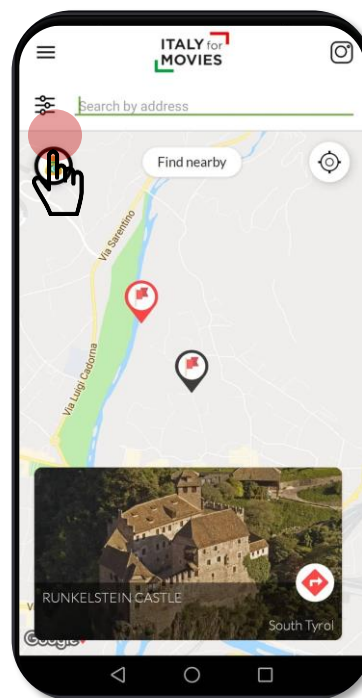


Are you a professional?

Find a **selection of filming locations** on the map

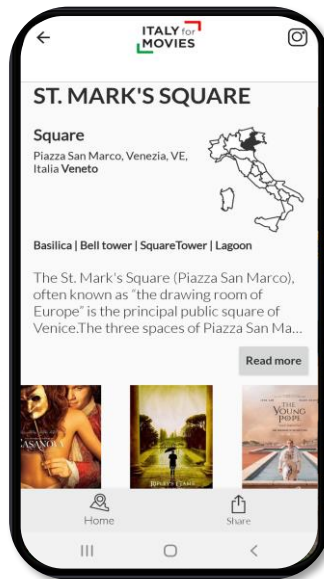
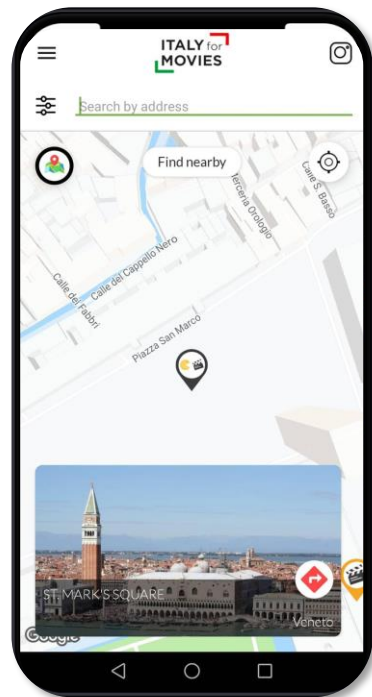


Discover the **incentives available** in the region

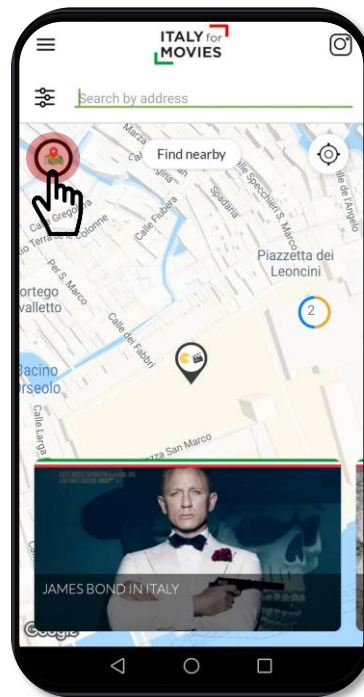


Are you a film tourist?

Discover the most beautiful **locations** used for **movies, TV series and videogames** near you



Italy for Movies will suggest **themed itineraries** for your position



www.italyformovies.it



CINECITTÀ

in partnership with:



ITALY for MOVIES



**EVERY SCENE STARTS
WITH A CLICK.**
Welcome to the Italy of cinema.