



Rules governing the Co-Pro Pitching Sessions at Series Mania Forum

INTRODUCTION

The **Co-Pro Pitching Sessions** take place at Series Mania Forum in the form of the presentation of TV series in development by their producer.

Series Mania Forum runs from 25-27 March 2020 in Lille.

A selection of 15 series in development will be presented at Series Mania Forum. One project from the Drama Series Days sidebar of the Berlin Film Festival will also be included on an out-of-competition basis.

On March 25, 2020, these projects will be presented by their producers before an audience of 400 industry execs. Over the following two days (March 26 and 27, 2020), Series Mania Forum team will organize individual meetings between those who have shown an interest in the projects and their creators.

The projects must be submitted in accordance with the rules below, and within the specified dates.

PROJECT REGISTRATION

Project submissions must respond to the selection criteria and the registration must include the documents specified below.

Submission of projects is **free**.

To qualify for submission for pre-selection, TV series projects must be submitted online on our website: www.seriesmania.com. No submission by email, post, or any other means will be accepted.

The following documents are required for any submissions, and must be supplied before the closing date:

- A five-page project presentation (characters, plot, story arc, authors...)
- A provisional production timetable
- A financing plan
- A cover letter (why do you want to participate in Series Mania Forum?)
- A few photos of the project (if possible)
- Pilot or episode scripts (if available)

Submissions will only be accepted in French or English. Incomplete dossiers will not be considered.

Series Mania Forum will not be responsible for any costs (translation, postage, graphic design, etc.) incurred for submission.

The closing date for submissions is **Friday, January 10, 2020**.

The official selection will be announced via email to candidates in February 2020.

Representatives of projects that are not selected may request to attend the event. Submission of a project does not automatically grant the applicant with the right to participate in the event.



SELECTION

Selection criteria

Projects can only be submitted by companies (production, distribution, TV channels, etc.). Applications from individuals, such as writers, will not be accepted. Projects selected for another market cannot be accepted.

Projects must include **a minimum of four episodes**. The **length of each episode must be a minimum of 26 minutes**. The project must be for a **fictional series** (drama, comedy ...). Projects for documentaries or animations will not be considered.

While not compulsory, we will take into consideration:

- The support of a TV channel in the country of origin, or the support of an international distributor, with proof provided in the form of an official document such as a letter of interest or development contract
- The experience of the producer in the production of TV series or the financing of international co-productions

We are also keen to ensure a selection that represents a wide diversity of geographical locations and genres.

If the main production company is not based in a country member of the MEDIA program, please explain why are you looking for an European co-production and/or co-financing partner and what is your strategy to collaborate with European companies.

The selection committee

Projects will be selected by a committee from Series Mania, made up of Laurence Herszberg, Frédéric Lavigne, and Francesco Capurro, with the collaboration of Frédéric Pittoors d'Haveskercke, and a team of qualified readers that is revised every year.

Projects will be selected after obtaining a majority vote from the selection committee, and no discussion will be entered into.

THE BEST PROJECT PRIZE

A development grant of €50,000 (fifty thousand euros) will be awarded to what is judged to be the best project, as chosen by an independent jury made up of TV industry executives.

The jury will watch all the project presentations and will meet at the end of the session to decide upon the winner, which will be chosen by majority vote. The jury's decision is final and no discussion will be entered into.

The grant will be given to the production company whose project is selected in two steps:

- 50% or €25,000 (twenty-five thousand euros) at the Award ceremony on March 25, 2020
- 50% or €25,000 (twenty-five thousand euros) upon presentation of receipts for expenditure linked to the development of the project undertaken between March 25, 2020 and December 31, 2021, up to the sum of €25,000

The amount of the prize money may be modified between now and the prize-giving, without notice.

The project from the Drama Series Days section of the Berlin Film festival will be included on an out-of-competition basis and is thus not eligible for the award.

The Best Project Prize winner must mention the prize from the 2020 Series Mania Forum, as well as the festival logo in its credits. The representatives of the awarded project will also be interviewed about their experience at FORUM SERIES MANIA 2020 and will participate in a photo session.



PARTICIPATION

Once a project is selected, at least one of its representatives (producer, writer, right holder, etc.) must be in Lille from the morning of March 24, 2020 to the afternoon of March 27, 2020 in order to take part in rehearsals, to present the project during the Co-Pro Pitching Sessions, and participate in individual meetings.

Series Mania will cover accommodation costs in Lille for three nights from March 24 to 27, 2019, for one representative of each selected project. Series Mania will cover the accreditations of two representatives and will offer early bird rates to two other team members. The festival will not cover travel costs.

A coach will be in attendance to help representatives of the selected projects prepare their presentations prior to the festival. Two online coaching sessions will be scheduled, project representatives will have to be available on the dates and time slots set with the coach.

On March 24, the day before the Co-Pro Pitching Sessions, a technical rehearsal will be held at Lille Grand Palais congress center. The individual meetings, which will run after the Pitching Sessions, will be organized by the team at Series Mania Forum in accordance with requests from accreditees.

Individual meetings will be held on:

- March 26 from 9am to 1pm and from 2pm to 6pm
- March 27 from 9am to 1pm

The presentation of a project implies the tacit acceptance of these rules and the presence of one of the project's representatives at the event from March, 24 to 27 2020.

Project representatives must supply all materials for use during the Pitching Sessions, such as video files, photos, PowerPoint presentations, etc., and must respect all the technical specifications supplied by Series Mania Forum team. The festival also reserves the right to reject any element submitted after the closing date or which does not respect the technical specifications supplied.

Completed projects that featured in the Series Mania 2020 Pitching Sessions must mention having been selected for the 2020 Series Mania Forum in their credits.

CONFIDENTIALITY AND MARKETING

Documents supplied with project submissions are strictly confidential and are not for publication.

The representatives of selected projects must supply information for SERIES MANIA Forum marketing purposes, such as the website, catalogs, and flyers.

A list of selected projects, which will include the title of the project, country of origin, production company, and associated TV channel or distributor, may be used for marketing purposes and published in the press.

The project catalog, including the above information, as well as provisional financial elements, will be distributed to all accredited participants at the Pitching Sessions and to certain journalists from the professional press.

I have read and I accept the rules for the Co-Pro Pitching Sessions at the Series Mania Forum. I also understand that submitting my project does not guarantee its selection, and that if I do not respect the present rules, my project may be rejected.