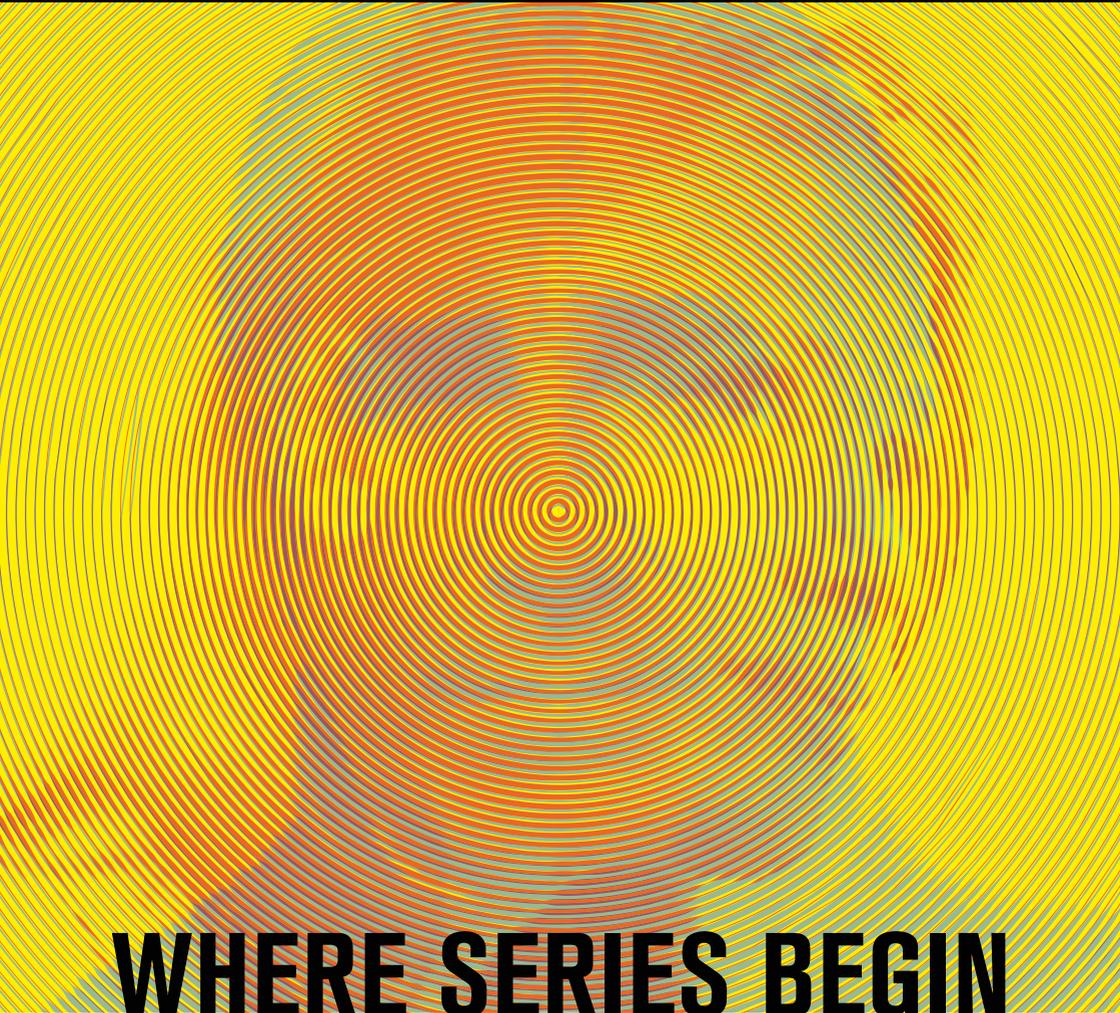




SERIES MANIA FORUM

INTERNATIONAL FESTIVAL - LILLE / HAUTS-DE-FRANCE



WHERE SERIES BEGIN

IN LILLE
& ONLINE

22 > 24 MARCH 2022

PROGRAMME & SCHEDULE

PROUD TO SUPPORT THE BEST

Among hundreds of applications per year, **Creative Europe MEDIA** selects the very best projects that can help Europe's audiovisual sector to become stronger.

Series Mania is one of them, and we are proud to support it!

For more information on the programme, visit
↪ ec.europa.eu/media

For more information about funding opportunities, visit
↪ ec.europa.eu/info/funding-tenders/

or contact your local MEDIA desk for advice:
↪ bit.ly/contactMEDIAdesks



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FOREWORD

In just a few short years, Series Mania Forum, has become a not-to-miss event for audiovisual professionals. This event in Lille, which takes place from March 22 to 24, is where industry decision-makers come to discover new ideas, the future creators of tomorrow, and to debate the major challenges of the audiovisual industry.

At the heart of Series Mania Forum, the **Co-Pro Pitching Sessions** present a selection of 16 new projects in development - selected from more than 330 applications - in search of international co-production partners and funding. A prestigious professional jury awards a €50,000 prize to the best project. Our 'Woman in Series Award' will also be presented during the same ceremony.

Series Mania has developed three writing residency programs to give creators from diverse backgrounds the opportunity to develop as series creators: the **Writers Campus**, **Israel-France Drama Series Co-Writing Residency** and **DEENTAL Series Workshop**. All writing residents will be guided by renowned tutors, attend workshops and masterclasses, and will then pitch their projects to industry professionals at Series Mania Forum.

Series Mania Forum is also a place for reflection on the major issues of the audiovisual industry. Successful and experienced professionals and politicians are invited to discuss essential questions for the sector in the inspiring **Lille Dialogues** international summit. This year's theme '**Empowering the Audiovisual Industry with Creativity**' will feature passionate discussions about how and why the industry must support bold creativity and original storytelling.

Series Mania Forum delves into the relevant topics on the industry's minds and will explore topics such as: the future for remakes; the increasing role of dubbing and subtitling as original content goes further; the growing in the number of film producers who are turning to series; and knowing how to export comedy content that is so closely linked to culture. There are many important and stimulating questions to explore in our constantly evolving industry.

Laurence Herszberg, General Director
Francesco Capurro, Series Mania Forum Director



WELCOME DRINKS
in partnership with

UNI
FRANCE
All the accents of creativity

— By invitation only —

Monday, March 21st
19:00 – 21:00

CCI
Place du Théâtre

COVER: NO MAN'S LAND © Sife Elamine - Fremantle | THE HEAD © Mediapro Canarias, S.L.U.

SERIES FORUM MANIA

INTERNATIONAL FESTIVAL - LILLE / HAUTS-DE-FRANCE

AT A GLANCE

22 > 24 MARCH 2022

SOURCING STORIES

A selection of emerging and established talents take center stage to share their pitches and creative ideas behind various projects.

CREATIVE BUSINESS INSPIRATION

The series industry is evolving, asking itself questions, and reinventing itself. It is living through one of the most exciting times in its history. Come and join the discussions!

CONTENT SHOWCASES

Discover a diverse selection of new content from our various partners. Be curious, be surprised!

MARKETING OF SERIES & INNOVATION

Regardless of a series quality, one of the biggest challenges any series faces is standing out in an overcrowded market. Marketing professionals share their views.

LILLE DIALOGUES

Key industry executives and policymakers come together to discuss strategy, regulation and how to overcome the challenges facing the European audiovisual industry.

TUESDAY, 22ND MARCH

Details pages 6 > 9

09h30 - 09h40 PASTEUR OPENING REMARKS		
09h45 - 11h15 PASTEUR CO-PRO PITCHING SESSIONS #1	10h00 - 10h45 EUROTOP THE ERA OF ATTENTION-GRABBING: TIPS TO MAKE YOUR SERIES STAND OUT	10h00 - 11h00 ARTOIS FACE TO FACE WITH GERMAN FILMMAKERS: SERIOUS ABOUT SERIES Powered by GERMAN FILMS
	10h45 - 11h30 VAN GOGH THE GROWING ROLE OF DUBBING AND SUBTITLING IN THE CREATIVE MIX	
11h30 - 12h45 PASTEUR CO-PRO PITCHING SESSIONS #2	11h45 - 12h15 VAN GOGH FROM HOLLYWOOD TO BERLIN-MITTE: IN CONVERSATION WITH FRANK DOELGER	11h30 - 12h30 ARTOIS COMING NEXT FROM FINLAND Powered by APFI followed by a cocktail in Matisse Lounge
	12h30 - 13h00 EUROTOP KEYNOTE : BEATRICE SPRINGBORN, UNIVERSAL INTERNATIONAL STUDIOS	
	14h00 - 14h30 EUROTOP A GLANCE AT REGIONAL HITS YOU MAY NOT KNOW YET	14h00 - 15h00 VAN GOGH COMING NEXT FROM SPAIN Powered by Audiovisual from Spain
14h15 - 15h30 PASTEUR CO-PRO PITCHING SESSIONS #3	15h00 - 15h45 EUROTOP DISNEY ON EMEA ORIGINALS AMBITIONS	
	15h30 - 16h30 ARTOIS CONNECTED: AN INTERNATIONAL CRIME UNIVERSE FROM THE UK AND JAPAN Powered by Nippon TV and Envision Entertainment	
16h15 - 17h15 VAN GOGH ISRAEL-FRANCE CO-WRITING RESIDENCY PITCHING SESSION	16h00 - 17h00 EUROTOP COMING NEXT FROM FRANCE Powered by UNIFRANCE	16h30 - 17h15 PASTEUR MEET THE COMMISSIONERS FROM FRANCE TV, ZDF, CHANNEL 4 & SVT
	17h15 - 18h00 EUROTOP SHOWRUNNER MASTERCLASS: MICHAEL HIRST (TUDORS, VIKINGS & BILLY THE KID)	17h30 - 18h15 VAN GOGH BACK TO SCHOOL: TRAINING EUROPEAN SERIES WRITERS in partnership with SMI
18h30 - 20h30 THÉÂTRE BARRIÈRE SERIES MANIA FORUM AWARDS CEREMONY	21h30 - 01h00 VILLAGE FESTIVAL by Credit Mutuel SERIES MANIA FORUM PARTY WITH VARIETY	

WEDNESDAY, 23RD MARCH

Details pages 10 > 13

09h30 - 10h30 PASTEUR A NEW START: FROM FEATURE FILM TO SERIES PRODUCTION in partnership with ACE & EAVE	9h30 - 10h30 VAN GOGH IP PITCH: PODCAST TO SCREEN	10h00 - 11h00 ARTOIS MEDIA BRIEFING: AN ECONOMICAL STUDY ON THE FRENCH AUDIOVISUAL PRODUCTION LANDSCAPE in partnership with ARCOM – <i>Session in French</i>
10h45 - 11h15 PASTEUR FORUM INNOVATION TALK: ENHANCE AND SCALE YOUR CREATIVE PROCESS WITH THE POWER OF AI	10h30 - 11h15 EUROTOP TIME TO LAUGH! INTERNATIONAL EMMY® AWARD WINNING COMEDIES TAKE CENTER STAGE	11h00 - 12h00 VAN GOGH IP PITCH: BOOK TO SCREEN in partnership with BSTBO
11h30 - 12h30 PASTEUR WITH LOCAL CONTENT GOING GLOBAL, WHAT'S THE FUTURE OF SCRIPTED FORMATS?	11h30 - 12h15 EUROTOP A CONVERSATION WITH HBO MAX EUROPEAN CONTENT TEAM	11h15 - 12h15 ARTOIS SERIES MANIA & TAICCA COLLABORATION ANNOUNCEMENT - TEAMING UP FOR INTERNATIONAL CO-PRO OPPORTUNITIES
	12h30 - 13h00 MATISSE LOUNGE GRAND ANNOUNCEMENT: SERIES MANIA INSTITUTE REVEALS ITS NEW PARTNERS	
14h00 - 15h00 EUROTOP CREATIVITY: THE BIGGER THE BETTER?	14h00 - 16h00 VAN GOGH WRITERS CAMPUS PITCHING SESSION	14h00 - 15h30 CREATIVE BAZAAR PICTANOVO PITCHING SESSION in partnership with FJPI – <i>Session in French</i>
15h15 - 16h15 EUROTOP I CHOSE TO STAY INDEPENDENT – ASK ME WHY in partnership with CEPI		14h30 - 15h30 ARTOIS CASE STUDY & SCREENING: OPERACIÓN MAREA NEGRA Powered by Audiovisual from Spain
16h30 - 17h15 EUROTOP SHOWRUNNING: A EUROPEAN APPROACH in partnership with European Showrunner Programme / if's internationale filmschule köln	16h15 - 17h00 VAN GOGH DEENTAL SERIES WORKSHOP PITCHING SESSION	16h30 - 17h00 ARTOIS HOW TO CREATE AND EXPORT FRENCH FICTION FORMATS? by La Fabrique des Formats
17h30 - 18h00 PASTEUR FORUM INNOVATION TALK: THE METAVERSE, A NEW CREATIVE SPACE FOR SERIES?	17h30 - 18h30 VAN GOGH COMING NEXT FROM QUEBEC Powered by SODEC followed by a cocktail in Matisse Lounge	
	22h00 - 03h00 BAZAAR ST 50 BACK TO THE 80'S SERIES MANIA FORUM PARTY	

THURSDAY, 24TH MARCH

Details pages 14 > 17

09h00 - 09h40 PASTEUR OPENING SESSION: AUDIOVISUAL CREATIVITY AND THE EUROPEAN UNION'S DIGITAL DECADE		09h00 - 11h00 MATISSE LOUNGE SPAIN PITCHING BREAKFAST: COFFEE AND HOT PROJECTS Powered by Audiovisual from Spain
09h40 - 10h45 PASTEUR INVESTING IN TALENT: HOW TO DRIVE NEW NARRATIVES	10h00 - 11h00 EUROTOP AUDIOVISUAL SHOOTING LOCATIONS: A CREATIVE BREAKTHROUGH	
10h50 - 11h15 PASTEUR KEYNOTE: THE WORLD OF PARAMOUNT INTERNATIONAL STREAMING		10h45 - 11h30 VAN GOGH FRENCH AND INTERNATIONAL FICTION FROM FRANCE TELEVISIONS WITH ANNE HOLMES AND MANUEL HALDOUY – <i>Session in French</i>
11h20 - 11h40 PASTEUR KEYNOTE TF1: PRESERVING CULTURAL SOVEREIGNTY, WHAT ROLE FOR NATIONAL MEDIA PLAYERS?	11h15 - 12h15 EUROTOP WRITING AT THE HEART OF IT ALL! in partnership with FSE	11h30 - 12h15 ARTOIS KEY TRENDS IN THE AUDIOVISUAL SECTOR in partnership with OEA
11h45 - 12h35 PASTEUR AUDIOVISUAL & SOFT POWER: HOW SERIES ARE SHAPING TOMORROW'S SOCIETY		11h45 - 12h30 VAN GOGH REBOOTING ICONIC SERIES: THE KINGDOM in partnership with Goteborg Film Festival
12h40 - 13h00 PASTEUR KEYNOTE: FROM EUROPE ABOUT EUROPE. FOR EUROPE: IN CONVERSATION WITH BETA'S CEO JAN MÖJTO	12h30 - 13h30 EUROTOP PRIVATE EQUITY FINANCING: A SOLUTION TO PRESERVE THE INDEPENDENCE OF OUR SECTOR? in partnership with EPC	
14h15 - 14h40 PASTEUR KEYNOTE WARNERMEDIA: PUTTING LOCAL STORIES AT THE HEART OF A GLOBAL BUSINESS	13h30 - 14h30 VAN GOGH ADVERTISING STRIKES BACK: ARE AVOD PLATFORMS THE NEW BIG THING?	14h45 - 15h15 VAN GOGH FROM LIMITED TO RETURNING CONVERSATION WITH RAN TELLEM
14h50 - 15h15 PASTEUR KEYNOTE MG: CREATIVITY AND CONSOLIDATION, THE BEST OF BOTH WORLDS TO SERVE CULTURAL SOVEREIGNTY		
15h25 - 15h50 PASTEUR KEYNOTE: AMAZON STUDIOS, EUROPE'S NEXT CREATIVE PARTNER		
16h00 - 17h00 PASTEUR COLLABORATING ACROSS BORDERS	From 17h00 MATISSE LOUNGE CLOSING DRINKS	
<h2>CREATIVE BAZAAR EXCLUSIVE CONTENT FOR WRITERS</h2> <p>Check out the Series Mania Forum's special sessions for writing residency participants, SACD members and registered authors only. > See p.18</p>		
<p>Lille Grand Palais map > See p.24</p>		

CO-PRO PITCHING SESSIONS

SOURCING STORIES

The Co-Pro Pitching Sessions are Series Mania's founding premise and the most anticipated event of the Forum. The Co-Pro Pitching Sessions offer 17 production teams the opportunity to pitch their series in development to potential financial partners.

The best project will be awarded a €50,000 prize by a professional jury of leading industry executives.

09h30 - 15h30 | PASTEUR

THE OFFICIAL SELECTION

A BOY DISAPPEARS - 6X50 MIN - DENMARK
Nimbus Film

DEAD END - 6X50 MIN - BELGIUM
CAVIAR

DETECTIVE TOURÉ - 8X50 MIN - SPAIN
Tornasol and DeAPlaneta

HORMONES - 6X52 MIN - FRANCE
TOP-The Oligarchs Productions and Moonshaker

ISLAND OF YOUTH - 8X50 MIN - GERMANY
Turbine Studios

LITTLE HANDS - 6X52 MIN - FRANCE
Delante Productions



THE PRESIDENT OF THE JURY

ANTONY ROOT (United Kingdom)
EVP, Head of Original Production,
WarnerMedia EMEA, WarnerMedia

THE JURY MEMBERS

DANIELE CESARANO (Italy)
Head of Drama, RTI Mediaset Group

YAËL FOGIEL (France)
Producer, co-founder and co-director,
Les Films du Poisson

NOEL HEDGES (United Kingdom)
Executive Vice President,
Acquisitions, eOne

YI QIAO (Germany)
Director ZDFE.drama, ZDF Enterprises

PARADYS - 8X48 MIN - SOUTH AFRICA
Quizzical Pictures and Keshet
International

RANK - 10X30 MIN - IRELAND, FRANCE &
AUSTRALIA
Wheelhouse Productions and
Deadpan Pictures

SALVATION - 7X50 MIN - HUNGARY
Proton Cinema

THE ACCIDENT - 6X40 MIN - ISRAEL
Green Productions

THE CUCKOO TREATMENT
8X60 MIN - CANADA
Sienna Films (a Sphere Media
Company)

THE IMPOSSIBLE SHE
8X50 MIN - ITALY
FANDANGO

THE LIBERTIES - 6X55 MIN - IRELAND,
BELGIUM
925 Productions, Vico Films,
Potemkino and Greenhorn Films

THE MARS PROJECT - 8X52 MIN -
GERMANY, FRANCE
Wild Bunch and youngfilms GmbH
& Co.KG

THE WINTER PACK - 6X45 MIN -
SWEDEN
Nevis Productions

and out of Competition

THE BORDER - 8X50 MIN -
CROATIA/UKRAINE
Drugi Plan and Film.UA Group

THE REPORT - 6X60 MIN - GERMANY
Match Factory Productions
in partnership with Co-Pro Series of
Berlinale Series Market.

THE ERA OF ATTENTION-GRABBING: TIPS TO MAKE YOUR SERIES STAND OUT!

MARKETING OF SERIES & INNOVATION

With an ever-richer and higher quality offer of series, getting noticed is a real challenge. In order to counter the overcrowding of communication plans, innovative marketing strategies are implemented. The experts share their visions.

10h00 - 10h45 | EUROTOP

FACE TO FACE WITH GERMAN FILMMAKERS: SERIOUS ABOUT SERIES

CONTENT SHOWCASE

What is the state of the German series landscape today, and what are the current trends? Is there still a boundary between the cinematographic art and the art of series? This panel will bring together promising talents from the world of independent cinema who has worked on directing, writing or acting in series.

Powered by German Films

10h00 - 11h00 | ARTOIS

THE GROWING ROLE OF DUBBING AND SUBTITLING IN THE CREATIVE MIX

CREATIVE BUSINESS INSPIRATION

Managing to render an actor's performance, not distorting the power of a dialogue... These are not new concerns, but they have become central since local series have become global. What if dubbing and subtitling studios were new key creative players? And, at the end of the day, who is accountable for conveying the original artistic values of a series in the name of the authors? The producer, the broadcasters / streamers?

10h45 - 11h30 | VAN GOGH

COMING NEXT FROM FINLAND

CONTENT SHOWCASE

Come and enjoy seven upcoming drama projects in development, carefully selected by Focus on Finland, that are all seeking international partners.

Powered by APFI

11h30 - 12h30 | ARTOIS

KEYNOTE: BEATRICE SPRINGBORN, UNIVERSAL INTERNATIONAL STUDIOS

CREATIVE BUSINESS INSPIRATION

Beatrice Springborn has been an influential figure in the television world for over 20 years, from Hulu to Universal International Studios and UCP (divisions of Universal Studio Group). In this keynote, she will outline Universal International Studios' ambitions, as well as the company's ability to meet global demand and provide a global stage for original, daring and human stories to be told.

12h30 - 13h00 | EUROTOP



FROM HOLLYWOOD TO BERLIN-MITTE: IN CONVERSATION WITH FRANK DOELGER

CREATIVE BUSINESS INSPIRATION

Frank Doelger, one of the most celebrated names in US television (Rome, John Adams, Game of Thrones) speaks on his move from the traditional Hollywood system to innovative European English-speaking co-productions. He shares his recent experiences and reveals for the first time some of his future exciting slate.

11h45 - 12h15 | VAN GOGH

A GLANCE AT REGIONAL HITS YOU MAY NOT KNOW YET (BUT YOU SHOULD)

MARKETING OF SERIES & INNOVATION

Some series go global. Some stay local. What if you were missing a nugget with huge potential for your market? What works in and outside of Europe? Join the session and improve your understanding of foreign regional markets.

14h00 - 14h30 | EUROTOP

COMING NEXT FROM SPAIN

CONTENT SHOWCASE

Spain and its content have become a ratings phenomenon worldwide. Enjoy this session with a sneak peek into some of the most attractive Spanish dramas to come. Because your next TV hit is from Spain.

Powered by Audiovisual from Spain

14h00 - 15h00 | VAN GOGH



SERIES MANIA FORUM AWARDS CEREMONY

Following the **Co-Pro Pitching Sessions**, the International Jury will award **€50,000 to the Best Project**.

This year's recipient of the **Woman in Series Award** will be **Mo Abudu**, CEO of the EbonyLife Group. This award from Series Mania, Pour Les Femmes Dans Les Médias and the European Women's Audiovisual Network, honors a woman in the audiovisual industry for her vision and leadership.

PHOTOSHOOT – Women in the Industry

All women attending the Award Ceremony will be invited to come up on stage for the Women of the Industry official picture.

– By invitation only –

18h30 - 20h30 | THÉÂTRE BARRIÈRE, 777 bis Pont de Flandre



TUESDAY, 22ND MARCH

DISNEY ON EMEA ORIGINALS AMBITIONS

CREATIVE BUSINESS INSPIRATION

With **Diego Londono**, EVP Media Networks and Content Production

15h00 - 15h45 | EUROTOP

CONNECTED: AN INTERNATIONAL CRIME UNIVERSE FROM THE UK AND JAPAN

CONTENT SHOWCASE

Nippon TV and Envision Entertainment's producers and creative director discuss a universe-building crime series that has potential for sequels and spin-offs in different languages and territories.

Powered by **Nippon TV** and **Envision Entertainment**

15h30 - 16h30 | ARTOIS

COMING NEXT FROM FRANCE

CONTENT SHOWCASE

Bold writing and directing, big names and new faces, emerging and established production companies: these five unique projects show the diversity of French TV genres (social drama, crime, horror, history, science-fiction). Together they offer a cross-section of French creativity.

Powered by **Unifrance**

16h00 - 17h00 | EUROTOP



Michael Hirst - Courtesy of MGM Television

PITCHING SESSION ISRAEL-FRANCE DRAMA SERIES CO-WRITING RESIDENCY

SOURCING STORIES

The Israel-France Drama Series Co-Writing Residency is a program initiated by the CNC (National Center for Cinema and Moving Image), for France and the GMFF (Gesher Multicultural Film Fund), for Israel, in cooperation with the Screenwriters Guild of Israel, The Israeli Producers Association and the French Embassy in Israel. Series Mania is one of the main partners of the project.

16h15 - 17h15 | VAN GOGH

15 SELECTED WRITERS FOR 6 PROJECTS

Nur Fibak, Mae Palty, Saud Kassas OASIS

Eliya Reis, Charlotte Paillieux, Inbal Rotem Sagiv ON AIR

Riki Shelach, Delphine Thouvenot, Naama Dashevski COMING OF AGE

Dean Movshovitz, Nathan Assouline THE SWITCH

TUTORS

AVNER BERNHEIMER (Israel)
Showrunner, author, writer
(Yossi & Jagger, Shakshouka)

MARINE FRANCOU (France)
Head writer, writer
(Engrenages, Un Village français)

Stéphanie Halfon, Tamara Erde EXPECTING MACHIAH

Matan Gottlieb, Antoine Dupont-Guerra QUEENS

MEET THE COMMISSIONERS FROM FRANCE TV, ZDF, CHANNEL 4 & SVT

CREATIVE BUSINESS INSPIRATION

Manuel Alduy, Head of Film and International Development
Anna Croneman, Head Of Drama
Dr. Simone Emmelius, Svp International Fiction - Coproduction And Acquisition
Caroline Hollick, Head Of Drama

16h30 - 17h15 | PASTEUR

BACK TO SCHOOL: TRAINING EUROPEAN SERIES WRITERS

CREATIVE BUSINESS INSPIRATION

With the current production boom in Europe, skilled series writers are needed more than ever. How do major film/TV schools cope with this fast-changing environment? How do current industry changes affect their training programs for series writers?
In partnership with Series Mania Institute

17h30 - 18h15 | VAN GOGH

SHOWRUNNER MASTERCLASS: MICHAEL HIRST

CREATIVE BUSINESS INSPIRATION

With international successes and critically acclaimed hits such as *The Tudors*, *Vikings* and the anticipated new series *Billy the Kid*, Michael Hirst's talent for capturing an era, a specific atmosphere and singular characters is well-established. What is his secret?

17h15 - 18h00 | EUROTOP

COMING NEXT FROM BALKANS

CONTENT SHOWCASE

A showcase of excerpts from series from the Balkans, the cradle of a new creative wind in Europe.

In partnership with Sarajevo Film Festival

17h15 - 16h15 | ARTOIS

MATCHMAKING SESSIONS OF THE DAY

The session will only be open to one-to-one on the subjects below. If you would like to meet with a project representative, please go to seriesmaniadigital.com

> Nouvelles Écritures:
14h00 - 18h30

FESTIVAL SCREENING



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BILLY THE KID

WORLD PREMIERE

International Competition
USA / Episodes 1 & 2 (9x60min)
/ EPIX Studios and MGM
International Television in
association with NENT's VIAPLAY

20h30 - 22h30 | NOUVEAU SIÈCLE,
17 pl. Pierre Mendès France
Priority access with your badge



THE FIRST SCHOOL 100% DEDICATED TO SERIES

GRAND ANNOUNCEMENT: SERIES MANIA INSTITUTE REVEALS ITS NEW PARTNERS!

Wednesday, 23rd March, 12h30 | Lille Grand Palais, Matisse Lounge | By invitation only

newen

france.tv

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CNC

MEL MÉTROPOLE EUROPEENNE DE LILLE

Région Hauts-de-France

WEDNESDAY, 23RD MARCH

PITCHING SESSION WRITERS CAMPUS BY SERIES MANIA

SOURCING STORIES

An intensive week-long writing workshop that gathers 20 emerging TV drama writers from around the world. At the Creative Bazaar, the participants will have the opportunity to work on their project before pitching it to international industry professionals.

14h00 - 16h00 | VAN GOGH

20 SELECTED WRITERS FOR 16 PROJECTS

Geo Doba - ROMANIA
OUR KILLERS

Eleonora Galasso and Carlotta Cosmai - ITALY
ROSANERA

Hila Elena Royzenman - ISRAEL
THE PLASTICIAN

Lyndon Henley Hanrahan - USA/CANADA
CORPUS CHRISTI

Jean-Marie Bonny Nkoa and Walid Bekhti - FRANCE
THE DEVILS

Jared Fryer - UK/GERMANY
TAKE TWO MUSHROOMS AND CALL ME IN THE MORNING

Eleonora Mignoli - ITALY
THE FAMILIES

Chelsea Cassio - AUSTRALIA
THE OTHERS

Nelisa Ngcobo - SOUTH AFRICA
THE BAD BLACK

Laurence Tratalos - UNITED KINGDOM
ELIJAH CAN'T SAVE YOU

Jeffrey Wong - CANADA/HONG KONG
DIASPORA

Ninni Saajola - FINLAND
STATE OF GRACE

Meher Jaffri - CANADA/PAKISTAN
THE CHOSEN ONE



PRESIDENT

BRYAN ELSLEY (United Kingdom)
Screenwriter and Showrunner
(Skins, Kiss Me First)

TUTORS

MICHAELA SABO (Germany)
Screenwriter and Producer
ISABELLE LINDBERG PECHOU
(Denmark)
Creative Producer and Instructor

Joatagá Crema and Mariana Thomé
- BRAZIL
THE LOST ONES

Marko Popović and Iva Mitrović
- SERBIA
THE SOUTH STREAM

Armand Robin - FRANCE
THE XX COMMITTEE

TUTORS

SELINA UKWUOMA (United Kingdom)
Professor and Script Consultant
MEHDI OUAHAB (France)
Author and Director

4 PRODUCER/AUTHOR DUOS FOR 4 PROJECTS

Meja Shoba and Sue-Ellen Chitunya
- SOUTH AFRICA
BOYS OF SOWETO

Alassane Sy and Jules Pochy - SENEGAL
THE LAST DAMEL

Raïssa Ioussouf and Mamihasina Raminosoa - MADAGASCAR
THE SURVIVORS OF TROMELIN

Yanillys Pérez and Thibaud Billiard
- DOMINICAN REPUBLIC
WONDERLAND

PITCHING SESSION DEENTAL SERIES WORKSHOP

SOURCING STORIES

The DEENTAL Series Workshop is a professional workshop for writers and producers from African, Caribbean and Pacific countries launched jointly by the Series Mania and Fespaco festivals and the DEENTAL-ACP program, implemented by the CNC with the financial collaboration of the European Union and the support of the ACP (African, Caribbean and Pacific) States organization.

16h15 - 17h00 | VAN GOGH

A NEW START: FROM FEATURE FILM TO SERIES PRODUCTION

CREATIVE BUSINESS INSPIRATION

How can producers transition from feature films to series production? Which skills are needed to develop series and what are the challenges producers face when making this switch? This panel, with producers experienced in both film and series, will discuss the lessons learned, the good surprises and the unanticipated difficulties encountered.

In partnership with ACE Producers and EAVE

09h30 - 10h30 | PASTEUR

IP PITCH PODCAST TO SCREEN

SOURCING STORIES

The popularity of native audio series is exponential. They are a new source of creative inspiration for series producers. In this session, audio series creators will pitch their stories on stage. Will you be the producer willing to associate a visual universe to these stories?

09h30 - 10h30 | VAN GOGH

AN ECONOMICAL STUDY ON THE FRENCH AUDIOVISUAL PRODUCTION LANDSCAPE

MEDIA BRIEFING

- Session in French -

10h00 - 11h00 | ARTOIS



TIME TO LAUGH! INTERNATIONAL EMMY® AWARD WINNING COMEDIES TAKE CENTER STAGE

CREATIVE BUSINESS INSPIRATION

A panel discussion with International Emmy® Award winning Creators of Comedies that have made their way to a global audience. Making a series that brings laughter to millions of viewers is serious business. Is there a secret to international comedy success? Join the session and find out.

Fanny Herrero, writer and an International Emmy® Award Winner for Comedy for *Call My Agent!*

Manuel Meimberg, writer and an International Emmy® Award Winner for Short-Form Series for *The Braun Family*

Paul Donovan, producer and an International Emmy® Award Winner for Comedy for *Moone Boy*

In partnership with the International Emmy® Awards

10h30 - 11h15 | EUROTOP



© Christophe Candellier

FORUM INNOVATION TALK: ENHANCE AND SCALE YOUR CREATIVE PROCESS WITH THE POWER OF AI

MARKETING OF SERIES & INNOVATION

Why is this content pushed to me? Believe it or not, it goes way beyond the last series you watched and liked. Discover the amount of data being crunched behind your personalized recommendations and how possessing a good understanding of AI can help your series meet its audience.

Arash Pendar, Founder & Creative Director at Vionlabs AB (Sweden)

10h45 - 11h15 | PASTEUR

IP PITCH BOOK TO SCREEN

SOURCING STORIES

More and more books are currently being optioned for film and TV series due to a surge of demand from streaming services. As the market is thirsty for content, the chances of a book being adapted have never been higher. The Book To Screen pitching session will feature 5 titles with high potential for a European TV series.

In partnership with Best seller to box office

11h00 - 12h00 | VAN GOGH

WEDNESDAY, 23RD MARCH

SERIES MANIA & TAICCA COLLABORATION ANNOUNCEMENT - TEAMING UP FOR INTERNATIONAL CO-PRO OPPORTUNITIES

CREATIVE BUSINESS INSPIRATION

Building on the long tradition of collaboration and extensive ties in the audiovisual industries between Europe and Taiwan, Series Mania and Taiwan Creative Content Agency (TAICCA) are forming a strategic alliance this year. This press conference unveils details of this collaboration.

11h15 - 12h15 | ARTOIS

WITH LOCAL CONTENT GOING GLOBAL, WHAT'S THE FUTURE OF SCRIPTED FORMATS?

CREATIVE BUSINESS INSPIRATION

Fans of series now willingly watch a Korean series in Korean, a German series in German... In these conditions, why is the 'remake' still an option? For whom, why? Introduction by OMDIA with insights from their "World TV Production Landscape Report".

11h30 - 12h30 | PASTEUR

CREATIVITY: THE BIGGER THE BETTER?

CREATIVE BUSINESS INSPIRATION

At a time when audiovisual groups are consolidating at the European level, how do they manage to develop synergies, stimulate creative emulation and dynamic co-creations? In a nutshell, what is the secret recipe for managing creative teams that are as diverse as they are dispersed? A 10-minute introduction by OEA with insights from their exclusive Key Trends report. **Gilles Fontaine**, Responsable du Département Informations Sur Les Marchés, OEA; **Lars Blomgren**, Head of scripted at Banijay; **Christian Vesper**, President Of Global Drama at Fremantle; **Lionel Uzan**, Co-founder & Group CEO Federation Entertainment; **Julie Meldal-Johnsen**, Evp Of Global Content, ITV Studios; **Marina Williams**, co-CEO, Asasha Media Group

14h00 - 15h00 | EUROTOP

A CONVERSATION WITH HBO MAX EUROPEAN CONTENT TEAM

CREATIVE BUSINESS INSPIRATION

Discover content strategies and plans for HBO Max across Europe. **Antony Root**, EVP and Head of Original Production EMEA; **Vera Peltekian**, VP and Commissioning Editor of Original Production, France, Warnermedia International; **Jonathan Young**, VP and Commissioning Editor of Original Production, Central Europe for HBO Max; **Miguel Salvat**, VP and Commissioning Editor of Original Production, Spain for Warnermedia International; **Christian Wikander**, VP and Commissioning Editor of Original Production, Nordics for HBO Max

11h30 - 12h15 | EUROTOP

PITCHING SESSION PICTANOVO - FJPI

SOURCING STORIES

Pictanovo and Fédération des Jeunes Producteurs Indépendants (FJPI) come together to organize a pitching session between young creators and producers.

14h00 - 15h30 | CREATIVE BAZAAR

CASE STUDY & SCREENING: OPERACIÓN MAREA NEGRA

SPONSORED SESSION

Selling a true-fact local story about narco trade to a network of local regional broadcasters, incorporating a foreign pubcaster and partnering with Amazon, a global OTT platform, while keeping the majority of the IP might seem mission impossible. Learn all the secrets about the innovative financing model of Spain's *Operación Marea Negra*.

Powered by Audiovisual from Spain

14h30 - 15h30 | ARTOIS

I CHOSE TO STAY INDEPENDENT, ASK ME WHY

CREATIVE BUSINESS INSPIRATION

A panel of producers will share their passion about being independent, the challenges they face and how they have overcome them to carry on producing the diverse content that we love.

In partnership with CEPI

15h15 - 16h15 | EUROTOP

SHOWRUNNING: A EUROPEAN APPROACH

CREATIVE BUSINESS INSPIRATION

This panel aims to shed light on the current situation for showrunners and writer-producers in the European series market, focusing on the challenges and opportunities this showrunning approach implies.

This event is part of the European Showrunner Programme and is supported by the Creative Europe MEDIA Programme of the European Union, the Film and Media Fund NRW, Netflix, and Series Mania.

In partnership with IFS internationale filmschule köln.

16h30 - 17h15 | EUROTOP

HOW TO CREATE AND EXPORT FRENCH FICTION FORMATS?

MARKETING OF SERIES & INNOVATION

The part of adaptations is progressing in France and around the world on all broadcasters and VOD services. Call my Agent! and its 11 adaptations is now a perfect case study. Discover La Fabrique des Formats, its services and its investment fund dedicated to the development of formats for the French and international market. In partnership with La Fabrique des Formats.

16h30 - 17h00 | ARTOIS

COMING NEXT FROM QUÉBEC

CONTENT SHOWCASES

SODEC is partnering with Bell Media, CBC & Radio-Canada Distribution and Quebecor Content to present Coming Next From Québec, giving a sneak preview of six original series, most of them premieres and which constitute an excellent portrait of creative Québec.

Powered by SODEC

17h30 - 18h30 | VAN GOGH



Laurent Solly

FORUM INNOVATION TALK: THE METAVERSE, A NEW CREATIVE SPACE FOR SERIES?

MARKETING OF SERIES & INNOVATION

Immersive collaborative viewing, augmented experience, interactive storytelling, digital refuge for fan communities? What is the impact of the Metaverse on the world of series? **Laurent Solly**, Vice President META / Facebook, Southern Europe

17h30 - 18h00 | PASTEUR

MATCHMAKING SESSIONS OF THE DAY

The session will only be open to one-to-one on the subjects below. If you would like to meet with a project representative, please go to seriesmaniadigital.com

- > Co-Pro Pitching Sessions: 9h30 - 13h00
- > Israel-France Drama Series Co-Writing Residency: 9h30 - 13h00
- > Podcast to Screen: 11h00 - 13h00
- > Emergence: 9h30 - 13h00
- > Book to Screen: 14h00 - 18h30

FESTIVAL SCREENINGS



© Maarten DE BOUW

TRANSPORT

WORLD PREMIERE

International Competition
Finland / Episodes 1 & 2 (8x50min) / YLE

18h00 - 20h00 | NOUVEAU SIÈCLE,
17 pl. Pierre Mendès France
Priority access with your badge



© Ross Ferguson

THE BABY

WORLD PREMIERE

International Competition
United Kingdom / Episodes 1, 2 & 3 (8x30min) / HBO, Sky, OCS

21h00 - 22h30 | NOUVEAU SIÈCLE,
17 pl. Pierre Mendès France
Priority access with your badge

PARTIES & EVENTS

Breakfast Canada

by Téléfilm Canada in partnership with APFC, Trade Commissioner Service of Canada (Paris) and Sodec

— By invitation only —

09h00 - 10h30 | LILLE GRAND PALAIS, MATISSE LOUNGE

Series Mania Institute Lunch

— By invitation only —

12h30 - 14h30 | LILLE GRAND PALAIS, MATISSE LOUNGE

Cocktail

organized by Sodec, APQM, la Délégation générale du Québec in Paris, USPA & Hiventy

— By invitation only —

17h30 - 19h30 | LILLE GRAND PALAIS, MATISSE LOUNGE

Back to the 80s Series Mania Forum Party

— For all registrants, limited capacity —
22h00 - 03h00 | BAZAAR ST 50

THURSDAY, 24TH MARCH



CREATIVITY FIRST

The Lille Dialogues brings together **French and European political leaders** and the **biggest players in the audiovisual sector** for a day-long trade summit to encourage joint reflection on the challenges facing the audiovisual industry and to promote international cooperation.

This year's theme '**Empowering the Audiovisual Industry with Creativity**' will feature passionate discussions about how and why the industry must support bold creativity and original storytelling.



The Lille Dialogues are a **space for discussion and propositions** that aim to support the international audiovisual industry. Its goal is to **promote a Europe of culture** that fosters **pluralism, diversity, and social cohesion**.

The event is organised in partnership with the **Ministry of Culture**, the **CNC** and the **European Commission**. This year, it is labeled 'French Presidency of the Council of the European Union 2022'.

Laurence Herszberg, Series Mania General Director
Rodolphe Belmer, Series Mania President

OPENING SESSION



Margrethe Vestager

AUDIOVISUAL CREATIVITY AND THE EUROPEAN UNION'S DIGITAL DECADE

With **Margrethe Vestager**, Executive Vice-President for A Europe Fit for the Digital Age and Commissioner for Competition, European Commission Official speech followed by a dialogue with **Rodolphe Belmer**, Series Mania President

09h00 - 09h40 | PASTEUR

6 KEYNOTES

THE WORLD OF PARAMOUNT INTERNATIONAL STREAMING

With **Raffaele Anneschino**, President & CEO International Networks, Studios and Streaming Paramount (USA)

10h50 - 11h15 | PASTEUR

PRESERVING CULTURAL SOVEREIGNTY: WHAT ROLE FOR NATIONAL MEDIA PLAYERS?

With **Gilles Pélisson**, CEO, TF1 Group (France)

11h20 - 11h40 | PASTEUR

FROM EUROPE. ABOUT EUROPE. FOR EUROPE: IN CONVERSATION WITH BETA'S CEO JAN MOJTO

With **Jan Mojto**, CEO, Beta Film (Germany)

12h40 - 13h00 | PASTEUR

WARNERMEDIA: PUTTING LOCAL STORIES AT THE HEART OF A GLOBAL BUSINESS

With **Priya Dogra**, President WarnerMedia EMEA & Asia (excl. China), WarnerMedia (United Kingdom)

14h15 - 14h40 | PASTEUR

CREATIVITY AND CONSOLIDATION: THE BEST OF BOTH WORLDS TO SERVE CULTURAL SOVEREIGNTY

With **Nicolas de Tavernost**, Chairman of the Executive Board and CEO, M6 (France)

14h50 - 15h15 | PASTEUR

AMAZON STUDIOS, EUROPE'S NEXT CREATIVE PARTNER

With **Georgia Brown**, Head of European Originals, Amazon Studios (United Kingdom)

15h25 - 15h50 | PASTEUR

SPEAKERS



Mo Abudu



Bunmi Akintowa



Raffaele Anneschino



Romain Bessi



Mariela Besuievsky



Anne Bjørnstad



Georgia Brown



Caroline Cooper



Nicolas de Tavernost



Priya Dogra



Delphine Ernotte-Cunci



Caroline Houben



Young-kyu Kim



Pieter Bart Korthuis



Sandra Laugier



Hagai Levi



Jan Mojto



Nieri Gina



Bruno Patino



Gilles Pélisson



James Poniewozik



Jens Richter



Pascal Rogard



Marie Roussin



Stefano Sardo



Chiara Sbarigia



Edith Sepp



Hsiao-Ching Ting



Moritz Von Kruedener



Godefroy Vujcic

THURSDAY, 24TH MARCH

6 PANEL DISCUSSIONS



Delphine Ernotte-Cunci © Alexandra Henry

INVESTING IN TALENT: HOW TO DRIVE NEW NARRATIVES

Introduction by **Delphine Ernotte-Cunci**, CEO, France Televisions and President, EBU (France)
Mo Abudu, CEO EbonyLife Group (Nigeria)
Romain Bessi, CEO, Newen Studios (France)
Young-kyu Kim, CEO, Studio Dragon (Korea)

09h40 - 10h45 | PASTEUR

AUDIOVISUAL SHOOTING LOCATIONS: A CREATIVE BREAKTHROUGH

Introduction by **Dominique Boutonnat**, President, CNC (France)
With **Caroline Cooper**, COO, Sky Studios (United Kingdom)
Chiara Sbarigia, President, Cinecittà (Italy)
Edith Sepp, CEO, Estonian Film Institute and Vice-President, EFAD (Estonia)
Hsiao-Ching Ting, Chairperson, Taiwan Creative Content Agency (Taiwan)
Godefrey Vujcic, CEO, Pictanovo (France)

10h00 - 11h00 | EUROTOP

WRITING AT THE HEART OF IT ALL!

With **Pieter Bart Korthuis**, Screenwriter/Director (Netherlands)
Pascal Rogard, CEO, SACD (France)
Marie Roussin, Screenwriter and Showrunner (France)
Stefano Sardo, Writer, Director, Producer and Head of Italian Author's Guild 100autori (Italy)
In partnership with FSE - Federation of Screenwriters in Europe

11h15 - 12h15 | EUROTOP



Georgia Brown © Antonin Weber

AUDIOVISUAL & SOFT POWER: HOW SERIES ARE SHAPING TOMORROW'S SOCIETY

With **Bunmi Akintonwa**, CEO, Little Black Book Company Int (United Kingdom)
Anne Bjørnstad, Creative Director, Rubicon (Norway)
Sandra Laugier, Professor of philosophy, University Paris 1 Panthéon Sorbonne (France)
Hagai Levi, writer, director and producer (Israël)
James Poniewozik, Chief Television Critic, NY Times (USA)

11h45 - 12h35 | PASTEUR



Bruno Patino © Marc Vidal

PRIVATE EQUITY FINANCING: A SOLUTION TO PRESERVE THE INDEPENDENCE OF OUR SECTOR?

With **Sebastian Raybaud**, CEO, Anton Capital (France)
Jorge Sanz Gonzalez, Mandate Manager, EIF - European Investment Fund (Luxembourg)
Caroline Houben, Producer, Paragon (France)
Mariela Besuievsky, Producer, Tornasol (Spain)
In partnership with the EPC - European Producers Club

12h30 - 13h30 | EUROTOP

COLLABORATING ACROSS BORDERS

With **Gina Nieri**, Executive Board Member, MF - Media for Europe (Italie)
Bruno Patino, President, Arte (France)
Jens Richter, CEO, International, Fremantle (United Kingdom)
Moritz Von Kruedener, Managing Director, Beta Film

16h00 - 17h00 | PASTEUR

MATCHMAKING SESSIONS OF THE DAY

The session will only be open to one-to-one on the subjects below. If you would like to meet with a project representative, please go to seriesmaniadigital.com

- > DEENTAL Series Workshop: 9h30 - 13h00
- > Writers Campus: 9h30 - 13h00
- > Podcast to Screen: 11h00 - 13h00

SPAIN PITCHING BREAKFAST: COFFEE AND HOT PROJECTS

SOURCING STORIES

Projects presented by Fedent España, Friki Films, Mediarest, Onza, and Vertice 360.
Powered by Audiovisual from Spain

9h00 - 11h00 | MATISSE LOUNGE

FRENCH AND INTERNATIONAL FICTION FROM FRANCE TÉLÉVISIONS WITH ANNE HOLMES AND MANUEL ALDUY

PANEL

With **Anne Holmes**, Head of French Drama and **Manuel Alduy**, Head of Film and International Development
- Session in French -

10h45 - 11h30 | VAN GOGH

FESTIVAL SCREENING



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GOOD PEOPLE

WORLD PREMIERE

International Panorama
Belgium / Episodes 1 & 2 (6x52min) / RTBF, ARTE
Series Mania Forum Co-pro Pitching Sessions 2020

16h30 - 18h30 | UGC, 40 rue de Béthune
Priority access with your badge

KEY TRENDS IN THE AUDIOVISUAL SECTOR

CREATIVE BUSINESS INSPIRATION

Television, film and TV production, VOD: the latest analyses from the European Audiovisual Observatory. With **Gilles Fontaine**, Head of the Department for Market Information, European Audiovisual Observatory
Florence Hartmann, Senior Media Analyst, European Broadcasting Union
Grégoire Polad, CEO, Association of Commercial Television in Europe
In partnership with the European Audiovisual Observatory

11h30 - 12h15 | ARTOIS

REBOOTING ICONIC SERIES: THE KINGDOM

CREATIVE BUSINESS INSPIRATION

Achieving the impossible. To create a sequel to a series, several years after its last broadcast. To meet the expectations of fans and nostalgic people and not to disappoint them. The challenges of the 'reboot' are multiple. And they are only multiplied tenfold when tackling one of the most iconic European series: *The Kingdom*. The team around the series will share their experience of creating the grande finale of *The Kingdom*, once again opening the door to the universe of mysterious events and characters at the neurosurgical ward of Copenhagen's Rigshospitalet.
In partnership with the Göteborg Film Festival

11h45 - 12h30 | VAN GOGH

ADVERTISING STRIKES BACK - ARE AVOD PLATFORMS THE NEW BIG THING?

MARKETING OF SERIES & INNOVATION

Nina Lederman, Executive Vice President, Global Scripted Development And Programming, Sony Pictures Television,
Cristian Liarte, Director Of Originals - Europe Rakuten TV
Maria Rua Aguete, Senior Research Director, OMDIA
Benedicte Steinsrud, Senior Media Executive - Content Strategy, Sourcing & Negotiation, Youlook TV
Frédéric de Vincelles, Head of programming, M6

13h30 - 14h30 | VAN GOGH

FROM LIMITED TO RETURNING CONVERSATION WITH RAN TELLEM

CREATIVE BUSINESS INSPIRATION

This is a remarkable phenomenon. More and more of the series being pitched are mini-series. Willingness? Superstition? Lack of ambition? What happens when the success is there and the pressure for a second season is insistent... What lessons and best practices should be put in place to anticipate... another storyline. Ran Tellem went through this process to imagine the sequel to *The Head*. He will share with you this amazing journey!
With **Ran Tellem**, Head Of International Content Development, The Mediapro Studio.

14h45 - 15h15 | VAN GOGH

COCKTAILS

Closing Drinks

- For all registrants, limited capacity -
From 17h00 | LILLE GRAND PALAIS, MATISSE LOUNGE



For writing residency participants, SACD members and registered authors only. Access with your badge.

In 2021, eager to support series from their early stages, Series Mania Forum created the Creative Bazaar, a unique incubator for international writers and producers. At the heart of the event, it fosters cooperation and networking between the participants in the Series Mania Forum residencies, workshops and training programs: the Writers Campus, Israel-France Drama Series Co-Writing Residency, and the DEENTAL Series Workshop, the latter which is specifically for professionals from African, Caribbean and Pacific countries.

Over the course of three days, during the Series Mania Forum, residents will take part in three masterclasses. Only specifically to residency participants, SACD members and registered authors only.



© Alexandra Henry

TUESDAY, 22ND MARCH HOW TO TACTFULLY WRITE DISABLED CHARACTERS & HOW AGENTS CAN HELP YOU

DISCUSSION

Learn how to write disabled characters with sensitivity, plus learn the role of a literary agent, with **Laura Kaim** and **Marie Mingalon** from Singularist.
In partnership with **SINGULARIST**

13h45 - 14h45 | CREATIVE BAZAAR

WEDNESDAY, 23RD MARCH IN CONVERSATION WITH A SHOWRUNNER: MARIE ROUSSIN

MASTERCLASS

In partnership with MédiaClub'Elles, **Marie Roussin**, French showrunner and creator of *Mixte* (one of the first French originals by Amazon Prime Video), will discuss her career and her work.

10h00 - 11h30 | CREATIVE BAZAAR

THURSDAY, 24TH MARCH IN CONVERSATION WITH A SHOWRUNNER: HAGAI LEVI

MASTERCLASS

The well-known Israeli showrunner **Hagai Levi**, creator of *Scenes from a Marriage* and *Our Boys*, will discuss his approach to writing successful TV fictions.

09h30 - 11h00 | CREATIVE BAZAAR



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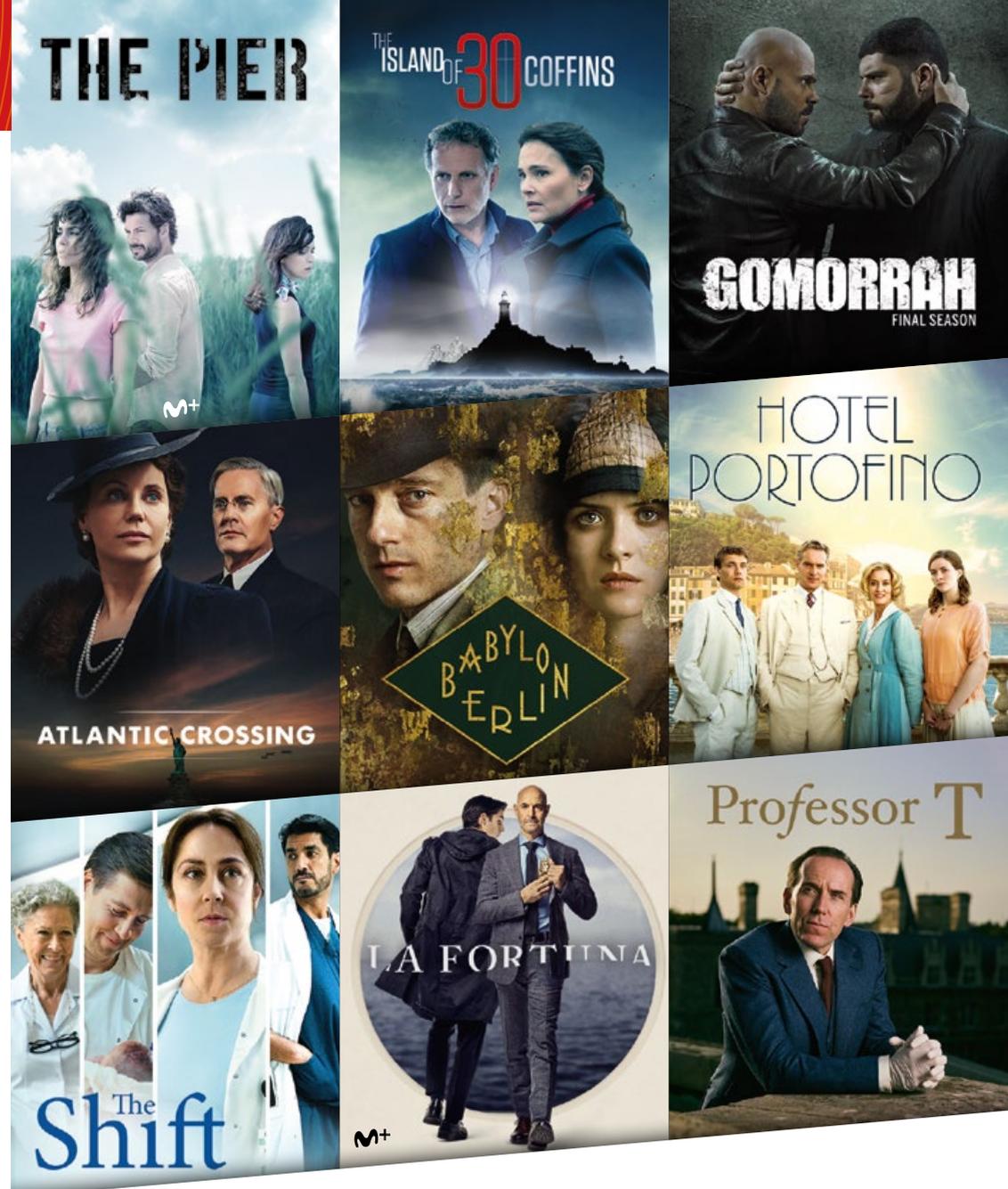
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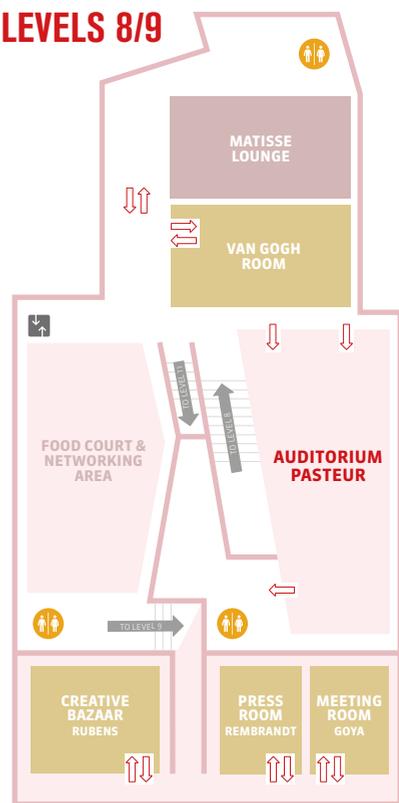
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LILLE GRAND PALAIS MAP

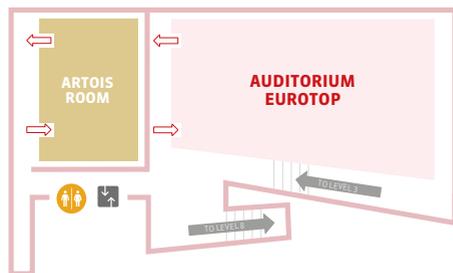
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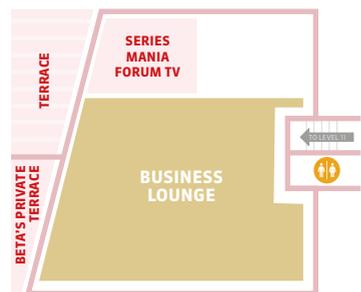
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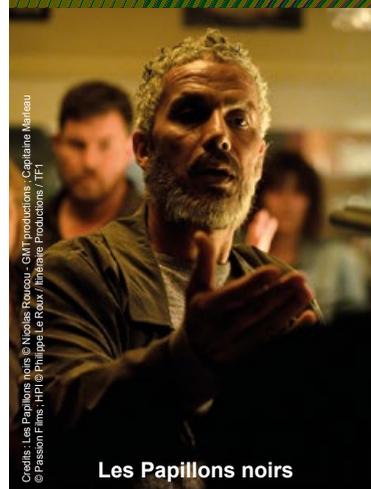


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A MAJOR REGION IN THE WORLD OF SERIES



Les Papillons noirs



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