



**SERIES MANIA ANNOUNCES HBO MAX
AS NEW FOUNDING PARTNER
FOR ITS SERIES MANIA INSTITUTE**

HBO Max to make multi-year, seven-figure investment into the Institute

**Industry partners previously announced include Newen and
France Télévisions**

LILLE, FRANCE – March 23, 2022 – As a part of a presentation held today at the Series Mania Forum, Laurence Herszberg, founder and general director of Series Mania, Pierre Ziemniak, project manager of the Series Mania Institute and Antony Root, EVP and Head of Original Production, WarnerMedia EMEA, announced that in addition to the previously announced partners of Newen (founding partner), France Télévisions, and Entreprises et Cités, HBO Max has finalized a three year agreement and will come on board as one of the Institute's founding partners. As such, the company has agreed to invest one million dollars (US) over the next three years. The Series Mania Institute, launched last year, is an initiative devoted entirely to training the professionals of tomorrow's European TV series. The organization also benefits from the support of the Lille European Metropolis (MEL), the Hauts-de-France Region, and the CNC, as well as partnerships with some of the leading European schools, including La Fémis and Sciences Po Lille. Its European course Eureka Series is supported by the Creative Europe MEDIA programme of the European Union.

Laurence Herszberg, General Director of Series Mania said: “Since its creation, our mission with the Series Mania Institute has been to be the incubator for creating new talent and developing an impressive European network, while reinforcing the training of these professionals in the field of series and audiovisual content, including scriptwriters, directors, producers, and broadcasters. Now, thanks to HBO Max and their generous funding, along with all of our partners, we are well positioned to devote the necessary training to these new talents who will create the European series of tomorrow. I could not be prouder than to be making this announcement today.”

Christina Sulebakk, General Manager of HBO Max EMEA said: “Europe is home to an incredible breadth and depth of talent and in partnership with the Series Mania Institute, we’re thrilled to provide the support and resources to nurture the next generation. At HBO Max, we recognise that programming is only as good as those who are empowered to make it and through this initiative, we’re excited to play a meaningful role in helping creatives to do their best work.”

Lucia Recalde, Head of Unit Audiovisual Industry and Media Support Programmes, European Commission, added: "Creative Europe MEDIA is proud to be a partner of the Series Mania ecosystem, first through Series Mania Forum, and now with Eureka Series, the European training programme of Series Mania Institute. HBO Max supporting the Institute marks an important step in the integration of international SVOD platforms to the European industry, and a major creative opportunity for European series professionals"

Opened in 2021, the Series Mania Institute is the first school entirely devoted to training future series professionals. The Institute is made up of three programmes, including: Eureka Series, an intensive three-month training course for emerging television drama series writers and producers from all over Europe, a Master’s Programme at Science Po Lille for future managers, and Le Tremplin/Springboard, a platform to help identify, initiate, and guide young talents in the Hauts-de-France region. Through these programmes and future initiatives, the Series Mania Institute delivers world-class training to creators and storytellers from diverse backgrounds and origins and develop the next generation of remarkable European series makers, contributing to a strong future for the European audiovisual industry.

ABOUT HBO MAX

HBO Max™ is WarnerMedia’s direct-to-consumer streaming platform, offering best in class quality entertainment. HBO Max delivers the greatest array of series, movies and specials for audiences of all ages from the iconic brands of HBO, Warner Bros., and DC, as well as Max Originals, blockbuster films, and beloved kids and family content. The platform launched in the United States in May 2020 and introduced a lower priced, advertising-supported tier in June 2021. HBO Max began its global rollout launching in markets across Latin America and the Caribbean last summer, followed by European launches in the Nordics, Iberia, the Netherlands, and Central and Eastern Europe. Currently available in 61 countries, there are plans for continued expansion of HBO Max in 2022.

ABOUT SERIES MANIA

Based in Lille since 2018, Series Mania has become the biggest event dedicated uniquely to television series in the world. Its festival offers exclusive world premieres of the greatest international series on the big screen, giving its audience – up to 72,000 spectators – 8 days of discoveries, parties and masterclasses with some of the most renowned personalities in the

series world. At the same time, Series Mania welcomes 3,000 professionals from the TV and streaming industry to the [Series Mania Forum](#) and [Lille Dialogues](#) summit. Two key events that are now being extended online with the launch of the Series Mania Digital Forum in 2020.

<https://seriesmania.com/institute/en/>

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