



Press Release

Series Mania and Beta to launch SERIESMAKERS

A new initiative to empower feature film directors working on series

Lille/Munich, 21 March 2022. The international TV series industry event Series Mania Forum and European content powerhouse Beta Group have joined forces on **SERIESMAKERS** - a new creative initiative that will focus on feature film directors who venture into the world of series. The objective is to support talents working on a new scripted series and will offer two of ten selected projects a € 50,000 grant each.

In recent years, the exceptional standards of scripted serial productions has shaped an audience that celebrates content of cinematic quality. As a result, the industry is witnessing more and more filmmakers open to experimenting and expanding into scripted serial storytelling. While the two worlds are converging, there are still significant differences to bridge.

Eligible for this initiative are teams of director-producer and/or director-writer, who have a first or second feature film screened in an official selection of A-list film festivals and want to create a new series project.

SERIESMAKERS will allow ten selected teams with an idea for a TV series to participate in a tailor-made training programme focused on the development of a full pitch deck. Led by A-list directors, show runners, writers, and producers, they will guide series creators as they develop a series bible.

At Series Mania Forum 2023, a special Jury will award two projects with a Beta Development grant of €50,000 each to further develop a pilot script and a full package. These two projects will also enjoy further support, such as script consulting and packaging offered by Beta's Content Division, led by CCO Koby Gal Raday. The two winning teams will furthermore be invited to Series Mania's prestigious Forum to present their projects to the industry's most influential decision makers, broadcasters, platforms, co-producers, and financiers. Further details on the program, mentors, and registration will be released in early summer at <https://seriesmania.com/>



Laurence Herszberg, General Director of Series Mania: “Television series have become a desirable destination for feature filmmakers thanks to the dramatic involvement of the industry which has witnessed an increase in the creative and production quality of programmes in recent years. We want to help filmmakers as they embark on this journey into a new realm of creative opportunities, and we are thrilled to be partnering with BETA who have always supported high-quality storytelling.”

Koby Gal Raday, Chief Content Officer, Beta Group: “Beta was and is the independent European home for independent filmmakers who wish to realize their ambitious artistic visions. We are proud to launch **SERIESMAKERS** together with a leading professional partner such as Series Mania. This initiative, focusing for the first time on feature film directors, will enable unique filmmakers to focus on the development of their new series in a supportive and encouraging environment.”

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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.

About Beta Film:

Owned by Jan Mojto since 2004, Beta Film produces, finances and distributes high-end content for the global market. It draws on both long-standing and new relationships spanning public and private broadcasters, streaming platforms and special interest channels, production companies, theatrical and video distributors, and organizers of major film and TV festivals. The group partners with and holds stakes in European production companies for fiction and non-fiction as well as special interest channels. Founded in 1959 by Leo Kirch, Beta Film is based in Munich, Germany with offices in the US, Latin America, and throughout Europe.