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BANFF
WORLD MEDIA FESTIVAL

CANADA-FRANCE SERIES LAB

2023-2024

Informational webinar on November 21st, 2022

Webinaire d'information du 21 novembre 2022



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WORLD MEDIA FESTIVAL

BIENVENUE / WELCOME

- 1. Presentation of the Canada-France Series Lab**
Présentation du Canada-France Séries Lab
- 2. Presentation of Series Mania Forum**
Présentation du Séries Mania Forum
- 3. Presentation of BANFF World Media Festival**
Présentation du BANFF World Media Festival
- 4. Q&A**
Questions & réponses



WHAT IS THE SERIES LAB? / LE SÉRIES LAB, C'EST QUOI ?

- **A program designed to support projects in development by Canadian and French producers**
Un programme destiné à appuyer les projets en développement portés par de producteurs canadiens et français
- **A coaching cycle of one year divided in 3 phases**
Un cycle d'accompagnement d'un an divisé en 3 phases
- **A launchpad for Canada-France coproductions with strong international potential**
Une rampe de lancement pour des coproductions Canada-France à fort potentiel international

WHY THIS INITIATIVE? / POURQUOI CETTE INITIATIVE ?

- **Promote the implementation of the modernized coproduction agreement between Canada and France** (May 1, 2022)
Promouvoir l'entrée en vigueur de l'accord de coproduction modernisé entre le Canada et la France (1^{er} mai 2022)
- **Create a leverage effect to revitalize TV fiction coproduction projects between both countries**
Créer un effet levier pour relancer les coproductions de séries entre nos deux pays
- **Structure the long-term dialogue between France and Canada on the creation of series**
Structurer le dialogue à long terme entre la France et le Canada sur la création de séries
- **Develop world-class IPs**
Développer des IP d'envergure internationale
- **Create synergies between Series Mania Forum and BANFF World Media Festival**
Créer des synergies entre Series Mania Forum et Banff World Media Festival



WHY PARTICIPATE? / POURQUOI PARTICIPER?

- **Find your French or Canadian coproduction partner**
Trouvez votre partenaire de coproduction canadien ou français
- **Take advantage of the new Canada-France coproduction treaty**
Tirez profit du nouveau traité de coproduction Canada-France
- **Find new opportunities for your drama series on the international scene**
Découvrez de nouvelles opportunités pour votre projet de série de fiction sur la scène internationale
- **Explore the European (Series Mania) and North American (BANFF) markets**
Explorer les marchés européens (Séries Mania) et nord-Américain (BANFF)

ONE YEAR, 3 PHASES / UN AN, TROIS PHASES

PHASE 1

March 21 to 23, 2023

Call for projects
& producers

Series Mania
Forum 23

PHASE 2

June 11 to 24, 2023

Call for entries
(Selection of 4-5 pairs)

BANFF
World Media
Festival 23

PHASE 3

March 2024 (date TBC)

Virtual
Workshops

Series Mania
Forum 2024

Nov 22

March 23

April 23

June 23

Sept-Feb. 24

March 24

PHASE 1 **Goal : Find your coproduction partner**

Objectif: Trouver votre partenaire de production

November 23rd, 2022 – January, 23rd, 2023

- Call for entries

February 2023

- Selection of up to 15 projects per country
- Registration of producers interested in coproducing

March 21-23, 2023 (Series Mania Forum)

- Networking activities between Canadian and producers with a coproduction project and others who are interested in coproducing

23 novembre 2022 – 23 janvier 2023

- Appel à inscriptions

Février 2023

- Sélection de jusqu'à 15 projets par pays
- Inscription des producteurs intéressés à coproduire

21-23 mars 2023 (Séries Mania Forum)

- Activités de réseautage entre les producteurs canadiens et français porteurs d'un projet de coproduction et d'autres intéressés à coproduire

PHASE 2 **Goal : Structure your Canada-France coproduction**

Objectif: Structurer votre projet de coproduction Canada-France

End of March – May 2023:

- Submission of applications from producers who have found their pair to continue the program
- Selection of the cohort by a jury of experts (4 or 5 pairs)

June 11-14 2023 (BANFF)

- Work sessions on the projects with mentors/experts
- Exchange sessions with decision-makers present
- Participation in the activities proposed as part of BANFF

September 2023 – March 2024

- Virtual coaching by a consultant and/or mentors
- Pitch preparation session
- Other helpful workshops to fine-tune the project

Fin mars – mai 2023 :

- Dépôt de candidature des producteurs ayant trouvé leur binôme pour poursuivre le programme
- Sélection de la cohorte par un jury d'experts (4 ou 5 binômes)

11-14 juin 2023 (BANFF)

- Séances de travail sur les projets avec des mentors/experts
- Sessions d'échange avec des décideurs
- Participation des binômes aux activités de BANFF

Septembre 2023 – Mars 2024

- Accompagnement en virtuel par des mentors/experts selon les besoins des projets
- Session de préparation au pitch
- Autres ateliers utiles pour peaufiner du projet

PHASE 3 **Goal : Pitch your project to international buyers and financiers**

Objectif: Pitcher votre projet à des acheteurs et financiers internationaux

Mid-March 2024 (Series Mania Forum)

- Dedicated pitch session in the official program
- Pre-arranged meetings with broadcasters, platforms, financiers, sales agents (depending on needs)

After March 2024

- Feedback from participants
- Follow-up with participants to support them in the further development/production of their project.

Mi-Mars 2024 (Séries Mania Forum)

- Session pitch dédiée dans la programmation officielle ;
- Rencontres pré-arrangées avec des télédiffuseurs, des plateformes, des financeurs, des agents de vente internationaux (en fonction des besoins à combler) ;

Après mars 2024

- Retours d'expérience des participants ;
- Suivi avec les participants pour les accompagner dans la suite de développement / de la production de leur projet.

ELIGIBLE PROJECT / PROJETS ELIGIBLES

- **Category:** audiovisual series (original creations or adaptations).
- **Length:** minimum 26 minutes per episode, 3 episodes minimum.
- **Genre:** live action series only
- **Language:** series shot in French, English, bilingual or multilingual (if these include at least English or French).
- **Project leaders:** one eligible French production company according to CNC criteria and/or one eligible Canadian production company under the Canada Media Fund criteria
- **Clear and complete chain of rights**
- Projects **without a development agreement with a broadcaster** (until selection notice and/or program completion).

- **Catégorie :** séries audiovisuelles (créations originales ou adaptations).
- **Durée :** 26 minutes minimum par épisode, 3 épisodes minimum
- **Genre :** séries de fiction en prises de vue réelles
- **Langue :** séries tournées en langue française, en langue anglaise, bilingue ou multilingue (si celles-ci incluent au moins l'anglais ou le français).
- **Porteurs du projet :** une société de production française admissible selon les critères du CNC et/ou une société de production canadienne admissible selon les critères du fonds des médias du Canada
- **Chaine de droit claire et complète**
- Projets **sans convention de développement conclue avec un diffuseur** (jusqu'à l'avis de sélection et/ou complétude du programme).

SELECTION PROCESS – PHASE 1 / PROCESSUS DE SELECTION – PHASE 1

- **Call opens on Nov. 23rd, 2022** and will close on Jan. 23rd, 2023
- Selection supervised by **Series Mania, Banff**
- **If you register applying with a project**, you will be selected upon your project's compliance to the eligibility criterias (see *previous slide*). Up to 15 projects from each country will be selected.
- **If you register without a project**, you will need to detail motivation to coproduce with France or Canada in order to be matched with the selected projects during Series Mania 2023.

- ***L'appel ouvrira le 23 nov. 2022 et se clôturera le 23 janv. 2023***
- Sélection supervisée par **Séries Mania et BANFF**
- ***Si vous candidatez avec un projet***, vous serez sélectionnés en fonction du respect de votre projet aux critères d'éligibilité (voir diapositive précédente). Jusqu'à 15 projets de chaque pays seront sélectionnés.
- ***Si vous vous inscrivez sans projet***, vous devrez détailler votre motivation à coproduire avec la France ou le Canada afin d'organiser vos rencontres avec les projets sélectionnés durant Séries Mania 2023.

SELECTION PROCESS – PHASE 2 & 3 / PROCESSUS DE SELECTION – PHASE 2 & 3

- Call will be opened from April 17th to 21th, 2023
- Up to 5 Canada-France coproduction pairs selected
- Selection made by a jury of 4-6 Canadian and French industry experts (producers, showrunners, distributors...)
- Selection process might include an interview.
- **Projects selection criteria** include (but are not limited to):
 - ☐ Organic coproduction potential
 - ☐ Compliance with the terms and conditions of the new Canada-France coproduction treaty
 - ☐ Originality and creativity of project
 - ☐ Feasibility and viability of project
 - ☐ Relevance of the creative team undertaking the coproduction project (appropriate distribution of key positions).
 - ☐ Linguistic diversity

- *L'appel sera ouvert du 17 au 21 avril 2023*
- *Jusqu'à 5 binômes de coproducteurs canadiens et français sélectionnés*
- *Sélection par un jury de 4-6 professionnels canadiens et français de l'industrie* (producteurs, créateurs, distributeurs)
- *Le processus de sélection pourra inclure une entrevue.*
- **Critères de sélections des projets** (liste non exhaustive):
 - ☐ *Potentiel de coproduction organique*
 - ☐ *Respect des modalités du nouveau traité de coproduction Canada-France*
 - ☐ *Originalité et créativité du projet*
 - ☐ *Faisabilité et viabilité du projet*
 - ☐ *Pertinence de l'équipe créative portant le projet de coproduction (répartition cohérente des postes-clés..).*
 - ☐ *Diversité linguistique*



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SERIES MANIA

GENERAL PRESENTATION

SERIES MANIA FESTIVAL



As **the biggest event dedicated uniquely to series in Europe**, Series Mania offers exclusive world premieres of the greatest international series on the big screen, inviting world-renowned creators, writers and talents to present their work. **These 8 days of screenings, masterclasses and parties** organized in Lille are fully open to the public and can also be experienced online on the new Series Mania Digital platform.

Series Mania will be back in Lille from **March 17 to 24, 2023**.

SERIES MANIA INSTITUTE



The first school 100% dedicated to series

New initiative entirely devoted to training those who will make the European series of tomorrow, Series Mania Institute is based on three objectives: create a network of cooperation between professionals across the continent, decompartmentalizing the TV series industry to fluidify the creative process, opening up the sector to diverse backgrounds and origins.

SERIES MANIA FORUM

Presenting three days of panels, conferences and networking opportunities, Series Mania Forum has become **a leading European event for series professionals.**

As a creative incubator, **the event promotes series creative process at all stages, from writing to broadcasting.** It encourages coproduction initiatives, fosters exchanges between professionals and presents TV industry upcoming trends, thereby accompanying the transformation of the global TV market.

Series Mania Forum will be held on **March 21, 22 and 23, 2023.**

2022 EDITION

3.300 ACCREDITATIONS

Over 7.000 visits on Series Mania Digital Forum

64 COUNTRIES represented

OVER 45 PITCHED PROJECTS

OVER 200 INTERNATIONAL SPEAKERS



Looking for international partners ?

THE CO-PRO PITCHING SESSIONS

The founding program of Series Mania Forum shines a spotlight on a **selection of series in development**. Project representatives present their work on stage for a chance to obtain financial support.

Every year, a **50 000 € prize is given to the project deemed the most promising** by a jury of industry professionals.

SUBMISSION DEADLINE – DECEMBER 16, 2022



Residencies & workshops

Willing to support series from their early stages, Series Mania Forum creates the Creative Bazaar, a unique incubator for international writers and producers.

It fosters cooperation and networking between the participants in Series Mania Forum residencies, workshops and training programs:

- The Writers Campus
- The Co-Writing Residency Israel-France
- The DEENTAL Series Workshop, designed specifically for professionals from African, Caribbean and Pacific countries.
- Going European





NEW INITIATIVE - THE CANADA-FRANCE SERIES LAB

SELECTED PRODUCERS WELCOMED AT SERIES MANIA FORUM!

- Matchmaking sessions dedicated to the selected producers within Series Mania Forum 2023 (March 21-23) so they can find their match!
- Producers will benefit from all networking opportunities available on-site and online and will have access to all panels, keynotes and pitching sessions that are offered for 3 days
- Selected projects will be pitched at Series Mania Forum 2024 in front of a large crowd of industry professional and potential investors. Pitches will be followed by one-to-one meetings.



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Fraternité

FIRST KEY DATES

DECEMBER 16, 2022
Call for projects deadline

JANUARY 6, 2023
Call for series deadline

JANUARY 23, 2023
Call for producers deadline

FEBRUARY 8, 2023
Press conferences
in Lille and Paris



**SERIES MANIA
FESTIVAL
MARCH 17 > 24**



**SERIES MANIA
FORUM
MARCH 21 > 23**



CANADA
MEDIA FUND

FONDS DES MÉDIAS
DU CANADA

Canada



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AMBASSADE
DE FRANCE
AU CANADA

Liberté
Égalité
Fraternité



CANADA
MEDIA FUND

FONDS DES MÉDIAS
DU CANADA

Canada



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BANFF
WORLD MEDIA FESTIVAL





4 days
of content and
connections



45 countries
represented
at BANFF &
Rockie Awards



45
panels, keynotes,
master classes and
buyer briefings



Over 1,200
meeting
opportunities



**AMBASSADE
DE FRANCE
AU CANADA**

*Liberté
Égalité
Fraternité*



CANADA
MEDIA FUND

FONDS DES MÉDIAS
DU CANADA

Canada

**Indigenous Screen
Summit**

**production
partners**

**speed meetings
with buyers**

**pitch doctors -
virtual**

meet an agent

**meet a funder +
lawyer**

**meet a decision
maker**

meet a distributor

**meet a showrunner
+ director**

30 minutes with

spotlight

**panels and keynote
conversations**

master classes

**Rockie Awards +
Events**

ALL PROGRAM PRODUCTION TEAMS RECEIVE:

- Full access BANFF 2023 pass
- Bespoke program tailored to ensure collaborative work-time for the teams
- Exclusive access to industry intel sessions with key buyers and funders
- International industry profile and promotion

COLLABORATIVE WORK SESSIONS

- 3 x 2 hour work sessions across 3 days focusing on writing, coproduction, financial/legal
- - BANFF to secure 3 experts to do a short presentation and Q+A then consult individually with each team
- Teams have individual work/collaboration time

EXCLUSVE INDUSTRY INTELLIGENCE

- Guaranteed reserved seats at all BANFF **30-Minutes With** and **Spotlight** sessions over the course of the festival.
- These are high demand, key ‘buyer intel’ sessions with limited seating. Companies such as Netflix, Disney, Corus, Bell, A+E, Roku, CBC, Lionsgate etc. reveal their programming needs and how to work with them best



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CANADA – FRANCE RECEPTION

- Featuring the producers in the program
- Curated, invited guests
- Strategic networking & new introductions



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Banffmediafestival.com

RockieAwards.Banffmediafestival.com

Thanks for your participation!

Do you have any questions?

Merci pour votre participation !

Vous avez des questions ?

*Contact : Claire Marchal, Project Manager at Series Mania Forum
claire.marchal@seriesmania.com*

*Rules and regulations on our website
<https://seriesmania.com/forum/en/canada-france-series-lab/>*