

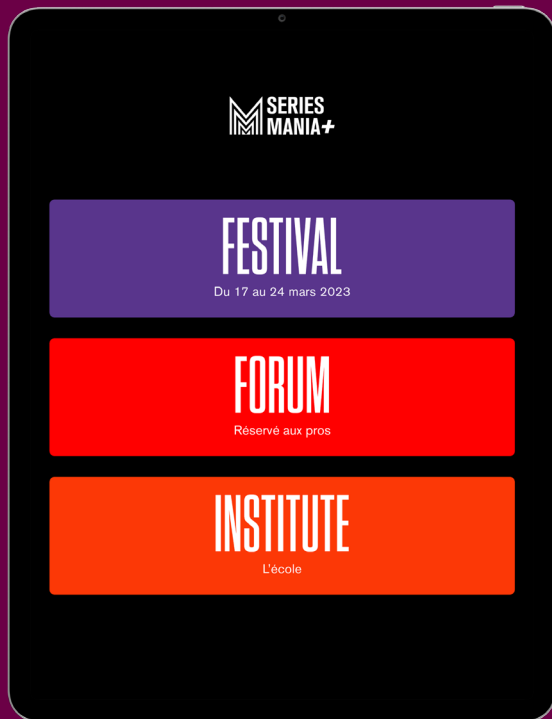


WHERE SERIES BEGIN
21 > 23 MARCH 2023
IN LILLE & ONLINE

SOURCING TALENT & STORIES
CONTENT SHOWCASES
CREATIVE BUSINESS INSPIRATION
MARKETING OF SERIES & INNOVATION
LILLE DIALOGUES
INTERNATIONAL SCREENINGS & PARTIES

SERIES MANIA FORUM

PROGRAM & SCHEDULE



**EXPERIENCE SERIES MANIA FORUM
ONLINE ON [SERIESMANIAPLUS.COM!](https://seriesmaniaplus.com)**

**WATCH ALL SERIES AND CONFERENCES LIVE AND IN REPLAY,
NETWORK WITH SERIES INDUSTRY PROFESSIONALS, DISCOVER PROJECTS
IN DEVELOPMENT AND ACCESS CONTENT ALL YEAR-ROUND.**

TUESDAY, 21ST MARCH

CO-PRO PITCHING SESSIONS

SOURCING STORIES & TALENT

The Co-Pro Pitching Sessions are Series Mania's founding premise and the most anticipated event of the Forum. They offer 16 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.

PRESIDENT OF THE JURY



CAROLINE HOLICK
UNITED KINGDOM
HEAD OF DRAMA,
CHANNEL 4

JURY MEMBERS



MICHELE ZATTA
ITALY
COMMISSIONING EDITOR,
RAI



LINDSEY MARTIN
UNITED KINGDOM
VP, DEVELOPMENT & CO-PRODUCTIONS,
CBS STUDIOS INTERNATIONAL



JARMO LAMPELA
FINLAND
HEAD OF DRAMA,
YLE



FRANÇOISE GUYONNET
FRANCE
EXECUTIVE MANAGING DIRECTOR
TV SERIES,
STUDIOCANAL

THE OFFICIAL SELECTION

ASMA
8x52' - FRANCE | NILAYA PRODUCTIONS

COOPER
8x45' - AUSTRALIA, SOUTH AFRICA | GOALPOST PICTURES
AND QUIZZICAL PICTURES

DUST AND COAL
8x52' - ISRAEL, FRANCE | BENTAL PRODUCTIONS LTD AND FIRST LOVE

EXECUTIONERS
6x60' - SPAIN | VERTICE 360

FORT APACHE
8x50' - ITALY | INDIANA PRODUCTION COMPANY

HIJACKING PARADISE
6x52' - BELGIUM | CAVIAR

LETTERS TO LEONARD
5x50' - GREECE | STEFI PRODUCTIONS

MONITOR
6x60' - GERMANY | ENDORPHINE PRODUCTION

OUR FATHER
8x55' - IRELAND, CANADA | SHINAWIL, REEL ONE ENTERTAINMENT

THE BRONTE GIRLS
6x60' - UK | PARSONAGE PRODUCTIONS LTF WITH ZDF STUDIOS

THE SALVATORE MUNDI CASE
6x52' - FRANCE | INCOGNITA, WONDER FILMS

TIPPING POINT
6x45' - FINLAND, NORWAY / REELMEDIA OY AND MAIPO AS.
— IN PARTNERSHIP WITH THE BERLINALE CO-PRODUCTION MARKET

THE UNQUIET DEAD
6x60' - CANADA | SHAFTESBURY

UNSPOKEN
6x30' - UKRAINE, POLAND | MATCH&SPARK, TOY CINEMA AND
2BRAVEPRODUCTIONS

VANISHED
6x45' - GERMANY, ICELAND | RED PONI PICTURES AND ZIK ZAK FILMWORKS

YOP
8x45' - SWEDEN | NEVIS PRODUCTIONS

DECIPHERING EUROPEAN AUDIENCES FOR SERIES

CREATIVE BUSINESS INSPIRATION

9:45 - 10:00 THÉÂTRE LOUIS PASTEUR

KEY TRENDS IN TV BY THE EUROPEAN AUDIOVISUAL OBSERVATORY

CREATIVE BUSINESS INSPIRATION

10:00 - 10:45 THÉÂTRE LOUIS PASTEUR

COMING NEXT FROM GERMANY

CONTENT SHOWCASE

Enjoy an exclusive sneak peek into some of the most attractive upcoming German drama projects, selected by German Films. Big names and new faces: These unique projects – Cyber Thriller, Spy Drama, True Crime and Fantasy – show the current diversity of the German series landscape and offer a cross-section of German creativity. The shows *A Thin Line*, *Davos*, *I Am Scrooge*, *Juni* and *The Gryphon* will be presented by German producers.
– POWERED BY GERMAN FILMS.

10:15 - 11:15 CONFERENCE ROOM 3.2

SERIES AND GAMING: MUTUAL FASCINATION, INEXORABLE CONVERGENCE?

CREATIVE BUSINESS INSPIRATION

Granted, they're all in the entertainment business, but still. If series have raised the bar over the last 20 years, gaming has undergone multiple revolutions in the same time frame. The realism of the images is striking, deceptive, even disturbing. The narrative itself, given its iterative mode, is also becoming increasingly complex. Right now, streamers are adapting game IPs into series or developing a gaming experience ancillary to their successful series. How do you translate an interactive experience into a linear story? How to re-transcribe the role of the hero? Is the convergence between series and gaming inevitable?

11:00 - 11:45 THÉÂTRE MARIE CURIE

STAND UP FOR EUROPEAN IP!

CREATIVE BUSINESS INSPIRATION

– IN PARTNERSHIP WITH CEPI & USPA & SPI.

11:15 - 12:15 THÉÂTRE LOUIS PASTEUR

COMING NEXT FROM FINLAND

CONTENT SHOWCASE

Come and enjoy six upcoming drama projects in development, carefully selected by Focus on Finland, that are all seeking international partners. Showcase is followed by networking lunch Drinks with the Finns (first come first served!).
– POWERED BY APFI.

11:30 - 12:30 CONFERENCE ROOM 3.2

MAKING A KIDS LIVE-ACTION SERIES INTO AN INTERNATIONAL HIT – WHAT'S THE SECRET SAUCE? WITH THE INTERNATIONAL EMMY® AWARDS

CREATIVE BUSINESS INSPIRATION

12:00 - 12:45 THÉÂTRE MARIE CURIE

MEET THE BUYERS FROM...

CREATIVE BUSINESS INSPIRATION

In presence of Antoine Chotard (Samsung TV Europe), Gaele Armentano Conte (Rai Cinema), Carles Blanch Bachs (CCMA), Antonio Augusto Valente (Globo), Karine Marelle (Lionsgate+, Starzplay).

12:30 - 13:15 THÉÂTRE LOUIS PASTEUR

MEDIA BRIEFING: META PITCH CONTEST BY NEWEN STUDIOS: THE GRAND FINALE

12:30 - 13:00 CONFERENCE ROOMS 2.3+2.4

COMING NEXT FROM SPAIN

CONTENT SHOWCASE

Spain and its content have become a ratings phenomenon worldwide. That's why in terms of viewership, Spanish series hold top-ranking positions in the main global OTT platforms. 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.

14:00 - 15:00 CONFERENCE ROOM 3.2

ABOUT ANTOINE

CONTENT SHOWCASE

1x45' – SPONSORED SCREENING PRESENTED BY COMEDIA!

14:00 - 15:00 CONFERENCE ROOMS 2.3+2.4

ENGAGING WITH THE YOUNG ADULTS: CRACKING THE CODES OF AN UNCOMPROMISING AUDIENCE

CREATIVE BUSINESS INSPIRATION

Generation Y & Z are notoriously more committed than their predecessors. Environment, identity, representation, sexuality... all subjects that they consider central, unquestionable and on which they are more radical than their elders. How do we go from a politically correct sprinkling to a real and unequivocal contribution? What is the impact on creation, can we still be universalist? How can we be attractive enough to divert their attention from the super short snackable content on social media? In presence of Ron Leshem (Executive Producer *Euphoria* HBO), Lisa Ambjörn (Screenwriter and Showrunner *Young Royals*), Karin Lystad (Writer/Creator *Saving the Fucking Planet*) and Sened Dhab (France Televisions).

– IN PARTNERSHIP WITH GÖTEBORG INTERNATIONAL FILM FESTIVAL.

14:30 - 15:15 THÉÂTRE MARIE CURIE

ADVERTISING, WINDOWING, ... WHAT DOES 'STEP BACK IN TIME' TV MEAN FOR THE SERIES INDUSTRY?

CREATIVE BUSINESS INSPIRATION



Strange time. Financing through advertising is back in vogue and content is being re-linearized via 'fast channels'. Windowing has returned to the center of discussions, both within audiovisual groups that now juggle between linear and nonlinear offers ('BVOD') and between paid and free players who collaborate to finance increasingly ambitious content. Finally, the recent craze for reboots also shows a real desire for familiar and therefore comforting content. Over the past five years, producers and distributors have adapted. The fundamentals of the industry have also been adjusted. Finally, what changes lie ahead for those who produce, finance and distribute series in this ever-changing environment? In presence of Cathy Payne (Banijay Rights), Louise Pedersen (All3Media International), Jens Richter (Fremantle) and Robert Franke (ZDF Studios).

14:45 - 15:30 THÉÂTRE LOUIS PASTEUR

CANADA'S PRODUCERS TO WATCH

CONTENT SHOWCASE

Meet the future of Canadian television content. Get to know Canada's up-and-coming producers, watch their best Digital Series/Web series and discover the company behind the stories. Presented by Telefilm Canada in partnership with APFC, Canada Media Fund (CMF), Ontario Creates and Sodec.
— POWERED BY TELEFILM CANADA.

15:15 - 16:15 CONFERENCE ROOMS 2.3+2.4

AUTHENTICA — AFRICAN SERIES PITCH

SOURCING STORIES & TALENT

AuthenticA Series Lab is a program designed by The Realness Institute and presented in partnership with Story Board Collective and Series Mania. After six months of training, the four participants will pitch their four African episodic concepts to the market.

15:30 - 16:00 CONFERENCE ROOM 3.2

THE DRAMA TRENDS REPORT IN PARTNERSHIP WITH CONTENT LONDON

CREATIVE BUSINESS INSPIRATION

— IN PARTNERSHIP WITH C21 & CONTENT LONDON.

15:30 - 16:00 THÉÂTRE MARIE CURIE

COMING NEXT FROM FRANCE

CONTENT SHOWCASE

Coming Next from France presents five French series now or soon-to-be available internationally to a panel of foreign decision-makers and buyers. It is the opportunity for five distributor-producer partnerships to raise awareness of their programmes on the international market.
— POWERED BY UNIFRANCE.

15:45 - 16:45 THÉÂTRE LOUIS PASTEUR

DEENTAL WORKSHOP PITCHING SESSION

SOURCING STORIES & TALENT

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.

MENTORS

SELINA UKWUOMA (UK)
PROFESSOR, SCRIPT CONSULTANT

MEHDI OUAHAB (FRANCE)
AUTHOR AND DIRECTOR

THE SELECTED PROJECTS

DAKAR UNDERGROUND
DIOMAYE AUGUSTIN NGOM, BINETOU FAYE - SENEGAL

BIG FISH
VICTORIA MARCELLINA THOMAS, CATI WEINEK - SIERRA LEONE, SOUTH AFRICA

ROUND D CORNER
JIAN HENNINGS, SOPHIE WALCOTT - TRINIDAD AND TOBAGO

MUGU
JOËL AKAFU, LAURENT BITTY - IVORY COAST

16:15 - 17:00 CONFERENCE ROOM 3.2

STORIES AND VOICES FROM TAIWAN: SPOTLIGHT ON UPCOMING PROJECTS AND THEIR PRODUCERS

SOURCING STORIES & TALENT

16:30 - 17:15 CONFERENCE ROOMS 2.3+2.4

SKY STUDIOS: A EUROPEAN CONTENT POWERHOUSE WITH GLOBAL AMBITIONS

CREATIVE BUSINESS INSPIRATION

Meet the commissioning team from Sky Studios and hear how they work with some of the best creatives across Europe and beyond, as well as their strategy and ambition to produce the most anticipated dramas of tomorrow for a global audience.

17:00 - 17:45 GRAND THÉÂTRE

FRANCE/ISRAEL DRAMA SERIES CO-WRITING RESIDENCY PITCHING SESSION

SOURCING STORIES & TALENT

The Drama Series Co-Writing Residency between Israel and France is a program initiated by the CNC (National Center for Cinema and Moving Image), France and the GMFF (Geshar Multicultural Film Fund), Israel, in cooperation with the Israeli Script Writers Guild, The Israeli Producers Association and the French Embassy in Israel. Series Mania is one of the main partners of the project. Five projects led by a team of at least two screenwriters, one from Israel and one from France, have been selected to encourage the fruitful collaboration between screenwriters from both countries and to stimulate international co-productions.

MENTORS

LEORA KAMENETZSKY (ISRAEL)
SCREENWRITER AND DIRECTOR (FALLS FLAG, FAUDA)

VINCENT POYMIRO (FRANCE)
AUTHOR AND SCREENWRITER (EN THÉRAPIE, GONE FOR GOOD)

THE SELECTED PROJECTS

BROAD DAYLIGHT YAIR PERI, GILAD CARMEL

LEVIATHAN RACHEL SUR, CYRIL TYSZ

THE ROAD OF THE INVISIBLES ORIT BINDERMAN FEHR, MAUREEN COFFLARD

9 LIVES ASIA LEVTOV, LIAT SHAY, ETIENNE CHÉDEVILLE

STARS NEVER DIE DAPHNA MAMANN, OLIVIER LANEURIE

17:15 - 18:00 CONFERENCE ROOM 3.2

GO NATURAL - DROP THE CGI AND ENJOY UNUSUAL SHOOTING LOCATIONS

CREATIVE BUSINESS INSPIRATION

17:30 - 18:15 CONFERENCE ROOMS 2.3+2.4

MATCHMAKING SESSIONS OF THE DAY

MATCHMAKING AREA

The one-to-one session will only be open with the programs listed below. You can book a meeting with an editor or a literary agent on seriesmaniaplus.com

BOOK TO SCREEN: MEETINGS/SCSELF & SFAAL

09:30 - 13:00 | 14:00 - 18:30

CONVERSATION WITH NICOLA SHINDLER, WOMAN IN SERIES AWARD RECIPIENT 2023

CREATIVE BUSINESS INSPIRATION



Meet Nicola Shindler, multi award-winning British television producer and the winner of the Woman in Series Award 2023. A discussion about her career that will look at the relationships she builds with writers, as well as her vision for producing engaging drama for a global audience. The session will also foresee the official presentation of the Woman in Series Award by Series Mania, EWA Network and PFDM. Launched in 2021 in association with European Women's Audiovisual Network (EWA Network) and Pour Les Femmes Dans Les Médias (PFDM), this award is given to a remarkable woman from the audiovisual industry to honor her vision and leadership. *Nolly*, Nicola Shindler's latest drama series and the first Quay Street Productions drama, will be presented on March 21st as part of the festival's official selection.

17:45 - 18:15 THÉÂTRE LOUIS PASTEUR



PARTIES & EVENTS

DRINKS WITH THE FINNS — LUNCH

ORGANIZED BY APFI

12:30 - 14:00 LILLE GRAND PALAIS,
COCKTAIL LOUNGE (3.1)

CANADA — NETWORKING COFFEE BREAK

ORGANIZED BY TELEFILM CANADA

16:15 - 17:15 LILLE GRAND PALAIS,
CONFERENCE ROOM (2.2)

APERO WITH TAIWAN PRODUCERS

ORGANIZED BY TAICCA

BY INVITATION ONLY

17:30 - 18:30 LILLE GRAND PALAIS,
COCKTAIL LOUNGE (3.1)

SERIES MANIA FORUM AWARD CEREMONY

FOLLOWING THE CO-PRO PITCHING SESSIONS, THE INTERNATIONAL JURY
WILL AWARD €50,000 TO THE BEST PROJECT

FOR ALL PARTICIPANTS - LIMITED CAPACITY

18:30 - 20:30 THÉÂTRE BARRIÈRE,
777 BIS PONT DE FLANDRE

FESTIVAL BY NIGHT

LA BEFORE BY NOMADE, LIVE MUSIC AND DRINKS

Line up: Audrey Ismaël | Saycet

Series Mania and Sacem are joining forces to create
a series of showcases highlighting the artistic scene
that compose for the audiovisual sector.

FOR ALL PARTICIPANTS - LIMITED CAPACITY

18:00 - 20:00 CCI, PLACE DU THÉÂTRE

WORLD PREMIERE THE FORTRESS

INTERNATIONAL COMPETITION

NORWAY
EPISODES 1 & 2 - 7x45'
VIAPLAY, TRUSTNORDISK

PRIORITY ACCESS WITH YOUR BADGE

20:30 - 22:30 NOUVEAU SIÈCLE,
17 PLACE PIERRE MENDÈS FRANCE



WEDNESDAY, 22ND MARCH

WHICH SERIES PERFORMED WELL, HOW AND WHERE? FINDING THE RIGHT MIX TO ACHIEVE SUCCESS.

MARKETING OF SERIES & INNOVATION

09:30 - 10:00 THÉÂTRE LOUIS PASTEUR

COUNT ON ME! WHY MARKETING EXECS ARE PRODUCERS BEST FRIENDS?

MARKETING OF SERIES & INNOVATION

09:30 - 10:15 THÉÂTRE MARIE CURIE

WATCH OUT! AMAZING COMMUNICATION CAMPAIGNS FOR SERIES

MARKETING OF SERIES & INNOVATION

Watch and learn! Experiential, innovative, smart...
campaigns meant to raise awareness around series.
Have the opportunity to discover the winner of the
first ever **Series Mania's Creative Campaign Award!**

12:15 - 13:00 THÉÂTRE LOUIS PASTEUR



TURN YOUR SERIES INTO AN EXPERIENCE TO BETTER ENGAGE WITH YOUR AUDIENCE

MARKETING OF SERIES & INNOVATION

Series exist, but they must be seen! Regardless
of a series quality, one of the biggest challenges
any series faces is standing out in an overcrowded
market. Nowadays, a series needs to generate
engagement to be noticed. How do you create
true engagement campaigns to trigger a strong
emotional connection with the audience? Beyond
raising awareness, how does experience design
also serve the series? Shall the creators be included
in the overall experience conveyed with the
series or does each world remain focused on its
own expertise?

14:00 - 14:45 THÉÂTRE LOUIS PASTEUR

OPENING TITLES: BE ICONIC OR BE SKIPPED

MARKETING OF SERIES & INNOVATION

With an ever-increasing number of series on offer,
we now only have a few minutes to decide if a series
will become our next obsession... The opening
credits sequence play a crucial role in this decision.
They must encapsulate the atmosphere of a whole
series through a few images and an identifiable
music selection. How do you create that magic?
Meet the amazing team behind the *Succession*
opening titles!

16:30 - 17:15 THÉÂTRE MARIE CURIE

THE FIGHT FOR ATTENTION ON CONTENT — HOW SERIES CAN BETTER LEVERAGE SOCIAL MEDIA?

MARKETING OF SERIES & INNOVATION

17:15 - 18:00 CONFERENCE ROOM 3.2

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.

09:30 - 10:30 CONFERENCE ROOMS 2.3+2.4

DISNEY+ ORIGINALS AMBITIONS IN FRANCE

CREATIVE BUSINESS INSPIRATION

— SESSION IN FRENCH. IF NEEDED, PLEASE ASK FOR A TRANSLATION HEADSET AT THE INFORMATION DESK.

10:15 - 11:00 GRAND THÉÂTRE

MEDIA BRIEFING: ISRAELI CREATORS UNDER THREATS

11:15 - 11:45 CONFERENCE ROOMS 2.3 + 2.4

MAKING SERIES: WHAT RESPONSIBILITY DO WE HOLD AS CREATORS?

CREATIVE BUSINESS INSPIRATION

Do series have a purpose? To entertain, always? To represent society, to influence it, to magnify it? How much responsibility do we have in the stories we tell and the way we tell them? As passionate as we may be, at the end of the day, what is it that drives the key players in the series in their daily work?

In presence of Patrick Macmanus (Showrunner, *Dr. Death* season 1, Executive Producer, *The Girl From Plainville*), Hania Elkington (Creator/Writer *Fifteen Love*), Måns Månsson (Director *Estonia*) and Marie Roussin (Showrunner *Mixte*).

11:15 - 12:00 THÉÂTRE LOUIS PASTEUR

INSIDE THE CREATIVE PROCESS: (REINVENTING) THE RELATIONSHIP BETWEEN AUTHORS AND PRODUCERS

CREATIVE BUSINESS INSPIRATION

11:15 - 12:00 THÉÂTRE MARIE CURIE

FACE TO FACE WITH GERMAN TALENTS

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. Please meet screenwriter Sönke Andresen, actor Welket Bungué, composer Dascha Dauenhauer, and the director-actor-writers Alison Kuhn and Lukas Nathrath.

— POWERED BY GERMAN FILMS.

12:00 - 13:00 CONFERENCE ROOMS 2.3+2.4

PITCHING SESSION PICTANOVO — FJPI

SOURCING STORIES & TALENT

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

— SESSION IN FRENCH.

14:00 - 17:00 CREATIVE BAZAAR (3.5)

MASTERCLASS WITH LISA JOY ('WESTWORLD' SHOWRUNNER)

CREATIVE BUSINESS INSPIRATION



Lisa Joy creates singular, audacious, fascinating worlds. She is the co-creator, co-showrunner, executive producer and episodic director of HBO's *Westworld*, which aired its fourth season last year and has amassed 54 Emmy® nominations for its first three seasons.

Meet an exceptional woman. Lisa Joy has been selected as Jury President for this year's Series Mania Festival and its International Competition.

12:00 - 12:30 GRAND THÉÂTRE

WRITERS CAMPUS PITCHING SESSION

SOURCING STORIES & TALENT

The Writers Campus is Series Mania Institute's highly selective incubator: a week-long intensive workshop gathering 20 series writers from around the world. Guided by the Writers Campus president and two mentors, participants have the opportunity to work on their original projects before pitching them to international industry professionals.

PRESIDENT



RON LESHEM
ISRAEL
EXECUTIVE PRODUCER
'EUPHORIA' HBO

MENTORS

ISABELLE LINDBERG PECHOU
DENMARK
CREATIVE PRODUCER AND CONSULTANT

ARNAUD LOUVET
FRANCE
PRODUCER, DIRECTOR, SCREENWRITER

THE SELECTED PROJECTS

DEBT IVAN SZABO - HUNGARY

CREEP MÁRIO CUNHA - PORTUGAL

GOLDFISH STORM SIGAL-BATTESTI, GREG SIMMONS - FRANCE, UK

JULIA MARTA PAIS LOPES - PORTUGAL

RENT-A-MAMA DESPINA LADI, DANIA BDEIR - GREECE, LEBANON, CANADA

GOOD GIRLS ROSY DEACON, ANDREA FRISCHOLZ - UK, GERMANY

ARIANA SAIEGH OFF LINE - ARGENTINA

SAINT GLINA ELVIRE MUNOZ, MATEJ SUDARIC - FRANCE, CROATIA

HEATHER ISLE ELOISE HEALEY - AUSTRALIA

OUT ELI ZUZOVSKY - ISRAEL, ITALY

THE CLADDAGH SINEAD COLLOPY - IRELAND

THE STRONG MAN MARLENE MELCHIOR - UK

THE MARONITE MICHAEL TERZIS, HARRY AYIOTIS - CYPRUS

THE TREATMENT TRUDY HELLIER, MICHELLE OFFEN - AUSTRALIA

14:15 - 16:15 THÉÂTRE MARIE CURIE

INSIDE PARAMOUNT+ STRATEGY: A MOUNTAIN OF ENTERTAINMENT FOR THE WHOLE FAMILY, WITH MARCO NOBILI

CREATIVE BUSINESS INSPIRATION



A fireside chat with Marco Nobili, EVP and International GM of Paramount+, on Paramount+ international strategy.

14:15 - 14:45 GRAND THÉÂTRE

THE JOURNEY OF A-LIST CINEMA FILMMAKERS GOING TO SERIES: FROM EMOTIONAL ROLLER COASTER TO NASCENT EXCITING SERIES PROJECTS!

CREATIVE BUSINESS INSPIRATION

14:15 - 15:00 CONFERENCE ROOM 3.2

OPEN DOORS SCREENING BY AUDIOVISUAL FROM SPAIN

CONTENT SHOWCASE

14:30 - 15:30 CONFERENCE ROOMS 2.3+2.4

NETFLIX: A SPOTLIGHT ON EUROPEAN SERIES

CREATIVE BUSINESS INSPIRATION

15:15 - 16:00 GRAND THÉÂTRE

EMBRACING CREATIVE COLLABORATIONS WITH THE CNC

CREATIVE BUSINESS INSPIRATION

16:15 - 17:00 CONFERENCE ROOM 3.2

HIGH POTENTIAL SERIES PITCH FROM UKRAINE

SOURCING STORIES & TALENT

16:15 - 17:00 CONFERENCE ROOMS 2.3+2.4

MEDIAWAN: GLOBAL AMBITION AT THE SERVICE OF CREATION

CREATIVE BUSINESS INSPIRATION

17:15 - 18:00 GRAND THÉÂTRE

COUNCIL OF EUROPE — EURIMAGES: EMPOWERING INDEPENDENT INTERNATIONAL SERIES CO-PRODUCTION

CREATIVE BUSINESS INSPIRATION

The Council of Europe, home of Eurimages, introduces a new three-year pilot program supporting high-quality series made as international co-productions and aiming to empower independent producers and foster new relationships.

17:30 - 18:00 CONFERENCE ROOMS 2.3+2.4

COMING NEXT FROM QUEBEC

CONTENT SHOWCASE

Organized by SODEC in collaboration with Bell Media, Radio-Canada, Quebecor Content and Télé-Québec, Coming Next From Québec is presenting a sneak preview of seven new original and audacious series in presence of the producers and creators.

— POWERED BY SODEC.

17:30 - 18:30 THÉÂTRE MARIE CURIE

IP ADAPTATION MARKET NEW

IP PITCH: BOOK TO SCREEN

SOURCING STORIES & TALENT

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. A presentation hosted by **Best seller to box office**, the international platform (bs2bo.com) for film and TV producers looking for books to adapt on screen.

THE SELECTED PROJECTS

A BEAUTIFUL RIVAL

LUCY FAWCETT

THE CHILDREN OF PURGATORY

MAYLIS VAUTERIN

CHING LING FOO: THE SECOND GREATEST MAGICIAN OF ALL TIME

SAN LIN

THE MONSTER

CLEMENTINA LIUZZI

ULTRA: THE UNDERWORLD OF ITALIAN FOOTBALL

SIMON SHAPS

10:00 - 11:00 CONFERENCE ROOM 3.2

MATCHMAKING SESSIONS OF THE DAY

MATCHMAKING AREA

The one-to-one session will only be open with the programs listed below. You can book a meeting with a talent or project representative on seriesmaniaplus.com

DEENTAL SERIES WORKSHOP

09:30 - 13:00

TAICCA

09:30 - 13:00

FRANCE/ISRAEL DRAMA SERIES CO-WRITING RESIDENCY

09:30 - 13:00

IP PITCH: PODCAST TO SCREEN

SOURCING STORIES & TALENT

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? A presentation hosted by **The Podcast Bureau**

THE SELECTED PROJECTS

FINDING NATASHA

JAKE WARREN

ELIZA

LOUISE GWILLIAM

DE PROFUNDIS

FRANCK GOMBERT

APRÈS LES MURS

LUCIE REZSOHAZY, AMBRE CISELET

HOAXED

ALICE SANDELSON

12:15 - 13:15 CONFERENCE ROOM 3.2



CO-PRO PITCHING SESSIONS

09:30 - 13:00 | 14:00 - 18:30

PODCAST TO SCREEN

14:00 - 18:30

BOOK TO SCREEN: BEST SELLER TO BOX OFFICE

14:00 - 18:30

PARTIES & EVENTS

SPAIN PITCHING BREAKFAST

ORGANIZED BY AUDIOVISUAL FROM SPAIN

BY INVITATION ONLY

09:00 - 11:00 LILLE GRAND PALAIS,
COCKTAIL LOUNGE (3.1)

CATALONIA LOVES SERIES - LUNCH

ORGANIZED BY CATALAN FILMS AND CATALUNYA FILM COMMISSION
JOINTLY WITH SERIELIZADOS FEST

BY INVITATION ONLY

12:30 - 14:00 LILLE GRAND PALAIS,
COCKTAIL LOUNGE (3.1)

COCKTAIL ORGANIZED BY USPA & SODEC

BY INVITATION ONLY

18:30 - 19:30 LILLE GRAND PALAIS,
COCKTAIL LOUNGE (3.1)

SERIES MANIA FORUM PARTY SPONSORED BY ZDF STUDIOS

FOR ALL PARTICIPANTS - LIMITED CAPACITY

22:00 - 03:00 BAZAAR ST SO
292 RUE CAMILLE GUÉRIN

FESTIVAL BY NIGHT

LA BEFORE BY NOMADE, LIVE MUSIC AND DRINKS

Line up: Victor Solf | Yuksek (DJ Set)

Series Mania and Sacem are joining forces to create a series of showcases highlighting the artistic scene that compose for the audiovisual sector.

FOR ALL PARTICIPANTS - LIMITED CAPACITY

18:00 - 20:00 CCI, PLACE DU THÉÂTRE

WORLD PREMIERE HAVEN OF GRACE

INTERNATIONAL COMPETITION

FRANCE
EPISODES 1 & 2 - 6x52'
ARTE FRANCE, MEDIAWAN RIGHTS

PRIORITY ACCESS WITH YOUR BADGE

20:30 - 22:30 NOUVEAU SIÈCLE
17 PLACE PIERRE MENDÈS FRANCE



THURSDAY, 23RD MARCH

LILLE DIALOGUES

We welcome you to this year's Lille Dialogues, our international summit. Once again, it brings together audiovisual industry leaders and political decision-makers to exchange views on the major strategic, economic, and regulatory issues facing our sector.

Since its creation in 2010, Series Mania has never ceased to affirm the power of series to question our relationship with the world. Our industry has a dual responsibility: to change the way we produce content and to show that an alternative is possible.

With the theme for 2023, "Shaping the Future with the Audiovisual Sector", the program is forward-looking. Reflecting on the upheavals that have affected our world in recent years, we aim to imagine a new tomorrow. While inequalities continue to grow, and environmental and societal crises follow one another with increasing intensity,

what better way than fiction to open new perspectives and give us hope?

This year, we have appointed Cyril Dion, French writer, director, poet and environmental activist as our Lille Dialogues' ambassador.

The Lille Dialogues offer an opportunity to explore the possible levers for continuing to make us dream, while contributing to the construction of a more responsible, collaborative, and caring society.

The summit is organized in partnership with Imagine 2050, a consulting firm committed to supporting the ecological transition of cultural and creative businesses.

LAURENCE HERSZBERG
FOUNDER AND GENERAL DIRECTOR, SERIES MANIA

OPENING SESSION: WHY WE MUST WIN THE BATTLE OF NARRATIVES

LILLE DIALOGUES

Where are we now? How can showrunners and screenwriters contribute to the transition of our societies towards sustainable models? This session includes key takeaways from the latest science-based prospective work and ideas to depict and dramatize transition in fiction programming. In presence of Cyril Dion, Lille Dialogues' ambassador, Magali Payen (President, IMAGINE 2050) and Emma Stokking (Lecturer, IMAGINE 2050).

09:15 - 09:45 THÉÂTRE LOUIS PASTEUR



LILLE DIALOGUES' INTRODUCTION BY THE FRENCH MINISTER OF CULTURE

LILLE DIALOGUES



With Rima Abdul Malak, French Minister of Culture.

09:45 - 10:00 THÉÂTRE LOUIS PASTEUR

KEYNOTE BETA GROUP — EUROPEAN STORIES MADE IN EUROPE: IN CONVERSATION WITH JAN MOJTO

LILLE DIALOGUES



European industry legend Jan Mojto talks about producing in Europe. He will discuss such topics as: What makes a European story? How do we produce in Europe? How can cinema and television converge in new ways in this environment?

10:00 - 10:25 GRAND THÉÂTRE

AUDIOVISUAL COMPANIES & SUSTAINABILITY: WHAT STRATEGIES TO AMPLIFY OUR ECHO?

LILLE DIALOGUES

Ecological and societal emergencies have had a profound impact on our mindsets and behaviors. For many, the need to align values and actions is stronger than ever. Audiovisual companies have a key role to play and a responsibility to address these ongoing changes. How are our industry leaders responding to the rising expectations of their employees and audiences?

10:00 - 10:30 THÉÂTRE LOUIS PASTEUR

KEYNOTE TF1 — BUILDING THE GROUP STRATEGY ON EDITORIAL AMBITION, NEW MODELS AND ENGAGEMENT, WITH RODOLPHE BELMER

LILLE DIALOGUES



New CEO Rodolphe Belmer unveils his vision: what are the key principles the TF1 group plans to build its future on?

10:45 - 11:10 GRAND THÉÂTRE

NFT, BLOCKCHAIN, CHATBOT... WHAT ARE THE PROSPECTS FOR CREATION AND ITS FINANCING?

LILLE DIALOGUES

10:40 - 11:20 THÉÂTRE LOUIS PASTEUR

SUSTAINABLE PRODUCTION: INSIGHTS FROM NETFLIX'S EUROPEAN TEAMS

LILLE DIALOGUES

11:25 - 11:55 THÉÂTRE LOUIS PASTEUR

KEYNOTE FRANCE TELEVISIONS — THE FUTURE AND AMBITION OF PUBLIC SERVICE BROADCASTING, AT THE HEART OF THE EUROPEAN CREATIVE PACT: IN CONVERSATION WITH DELPHINE ERNOTTE CUNCI

LILLE DIALOGUES



Delphine Ernotte Cunci has been CEO of France Televisions since 2015 - the leading media group in France. Since January 1st 2021, she is chairing the European Broadcasting Union (EBU), the world's largest alliance of public service media. How does European public broadcasting rely on collaboration and innovation to reinvent its future?

12:05 - 12:30 GRAND THÉÂTRE

KEYNOTE SKY STUDIOS — BUILDING A THRIVING HOME FOR EUROPEAN CREATIVITY, WITH CÉCILE FROT COUTAZ

LILLE DIALOGUES



A fresh look at Sky Studios' strategy, from creating some of the world's most anticipated dramas, to working with the best talent in Europe, to the upcoming opening of Sky Studios Elstree. How is the studio expanding its footprint and ambition while placing sustainability at its core?

14:00 - 14:25 GRAND THÉÂTRE

WHICH TOOLS TO BETTER TAKE INTO ACCOUNT THE IMPACT OF OUR PRODUCTIONS?

LILLE DIALOGUES

A first step in the new trajectory of our industry must be to reduce our own impact. Despite the commitment of a large part of the industry in Europe, and the strong will to harmonize the calculation of the carbon footprint, the stakes remain very high. Where do we stand in 2023? What are the needs of producers and broadcasters to meet this ecological transition? Above all, what collective response can we provide?

14:00 - 14:50 THÉÂTRE LOUIS PASTEUR

KEYNOTE PRIME VIDEO — HOW HYPER-LOCAL STORIES AND PROGRAMMING ARE LOVED BY AUDIENCES GLOBALLY AS WELL AS LOCALLY, WITH JAMES FARRELL

LILLE DIALOGUES



James Farrell, Head of Local Originals, sheds some light on the strategic posture he has been championing and embodying since joining Prime Video: a customer-backwards approach, starting from the local culture to build a compelling and relevant slate of original content that contributes to the service's global success. James discusses, over a fireside chat, his journey to making Prime Video the ultimate entertainment destination for customers.

15:00 - 15:25 GRAND THÉÂTRE

STORIES THAT CHANGE THE WORLD: HOW TO TELL DESIRABLE FUTURES?

LILLE DIALOGUES



Faced with an uncertain future, there is a strong temptation to resort solely to dystopian discourses and cataclysmic visions. How then can we use fiction to create new imaginaries and change representations? What new narratives can we use to encourage the audience to adopt a more sustainable way of life?

In presence of Donna Sharpe (Writer/Creator), Derek Wax (Wild Mercury Productions), Frank Doelger (Intaglio Films), Tilly Collins (Centre for Environmental Policy - Imperial College London), Stefanie Ren (Screenwriter).

15:30 - 16:20 THÉÂTRE LOUIS PASTEUR

MATCHMAKING SESSIONS OF THE DAY

MATCHMAKING AREA

The one-to-one session will only be open with the programs listed below.
You can book a meeting with a talent or project representative on seriesmaniaplus.com



WRITERS CAMPUS

09:30 - 13:00

SERIES WOMEN

09:30 - 13:00

KEYNOTE HBO — HOW HBO AND HBO MAX ARE DIVING INTO THE FUTURE: IN CONVERSATION WITH CASEY BLOYS

LILLE DIALOGUES



Creativity is the heart and soul of the brand. Come and listen to how HBO is adapting to these changing times and about its ambitions for the years to come.

16:30 - 16:55 GRAND THÉÂTRE

MEDIA BRIEFING: FRENCH AND INTERNATIONAL FICTION FROM FRANCE TÉLÉVISIONS WITH MANUEL ALDUY AND STÉPHANE SITBON-GOMEZ

With Manuel Alduy, Head of Film and International Development and Stéphane Sitbon-Gomez, Director of programmes and channels.

— SESSION IN FRENCH.

10:00 - 10:45 CONFERENCE ROOM 3.2

WHAT CAN YOU LEARN FROM 'MOTHER' — ONE OF THE WORLD'S MOST ADAPTED SCRIPTED FORMATS FROM JAPAN'S NIPPON TV

CONTENT SHOWCASE

This panel considers why *Mother* has been such an internationally successful series, having been adapted in 7 countries to date, and looks at what other Nippon TV series are ripe for global adaptation from both Asian and Western perspectives. The panel also takes a deep dive into the most recent version *Heridas* from Spain.

— POWERED BY NIPPON TV.

10:30 - 11:30 CONFERENCE ROOMS 2.3+2.4

MEDIA BRIEFING: LINE-UP ARTE

Discover the 2023's highlights and the editorial ambitions of ARTE, a unique and free platform for the best European series.

With Bruno Patino, President, and Olivier Wotling, Head of Drama, Arte France.

11:15 - 11:45 CONFERENCE ROOM 3.2

SELFTAPE

CONTENT SHOWCASE

2x30' - SPONSORED SCREENING PRESENTED BY FILMAX.

12:30 - 13:30 CONFERENCE ROOMS 2.3+2.4

PARTIES & EVENTS

LILLE DIALOGUE'S OFFICIAL LUNCH OFFERED BY THE HAUTS-DE-FRANCE REGION

BY INVITATION ONLY

12:30 - 14:00 LILLE GRAND PALAIS,
COCKTAIL LOUNGE (3.1)

COCKTAIL — SERIES MANIA AND EURIMAGES CLOSING DRINKS

FOR ALL PARTICIPANTS - LIMITED CAPACITY

17:00 - 18:30 LILLE GRAND PALAIS,
COCKTAIL LOUNGE (3.1)



centre national
du cinéma et de
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www.cnc.fr

FESTIVAL BY NIGHT

LA BEFORE BY NOMADE, LIVE MUSIC AND DRINKS

Line up: **Lucky Love**

Series Mania and Sacem are joining forces to create a series of showcases highlighting the artistic scene that compose for the audiovisual sector.

FOR ALL PARTICIPANTS - LIMITED CAPACITY

18:00 - 20:00 CCI, PLACE DU THÉÂTRE

WORLD PREMIERE THE ACTOR

INTERNATIONAL COMPETITION

IRAN
EPISODES 1 & 2 - 26x52'
FILIMO, NAMAVA, HA INTERNATIONAL

PRIORITY ACCESS WITH YOUR BADGE

20:30 - 23:00 NOUVEAU SIÈCLE
17 PLACE PIERRE MENDÈS FRANCE



CREATIVE BAZAAR

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 of the Series Mania Forum and Series Mania Institute residencies, workshops and training programs: the Writers Campus, France-Israel Drama Series Co-Writing Residency, the DEENTAL Series Workshop (for professionals from African, Caribbean and Pacific countries), Going European, and Eureka Series. This year, to further strengthen this initiative and international collaboration, Series Mania has also partnered with external programs such as TAICCA (Taiwan Creative Content Agency), Series Women (Erich Pommer Institute, Germany) or AuthenticA Series Lab (Realness Institute/StoryBoard Collective, Africa).

During the three days of the Series Mania Forum, residents can take part in masterclasses and private meetings, specifically designed for residency participants and SADC members.

WEDNESDAY, 22ND MARCH

INCLUSIVENESS FROM WRITING TO CASTING - AGENCE SINGULARIST

From writing to casting, why and how to create characters with disabilities in series.

17:00 - 18:00 CREATIVE BAZAAR (3.5)



SERIES MANIA'S COMMITMENT TO SUSTAINABILITY

3 KEY ACTIONS IN 2023

1

WITH LILLE DIALOGUES: TO CONTRIBUTE TO THE AUDIOVISUAL INDUSTRY'S NEW TRAJECTORY

A very influential soft power tool and one of the most popular forms of culture, television series have already shown that they can influence mindsets and therefore have the power to design attractive futures. How can we create new imaginary worlds and encourage more durable lifestyles? By bringing together the leaders of this sector and the main policy makers, the 2023 international summit Lille Dialogues (March 23) proposes an ambitious theme: "Shaping the Future with the Audiovisual Sector".

2

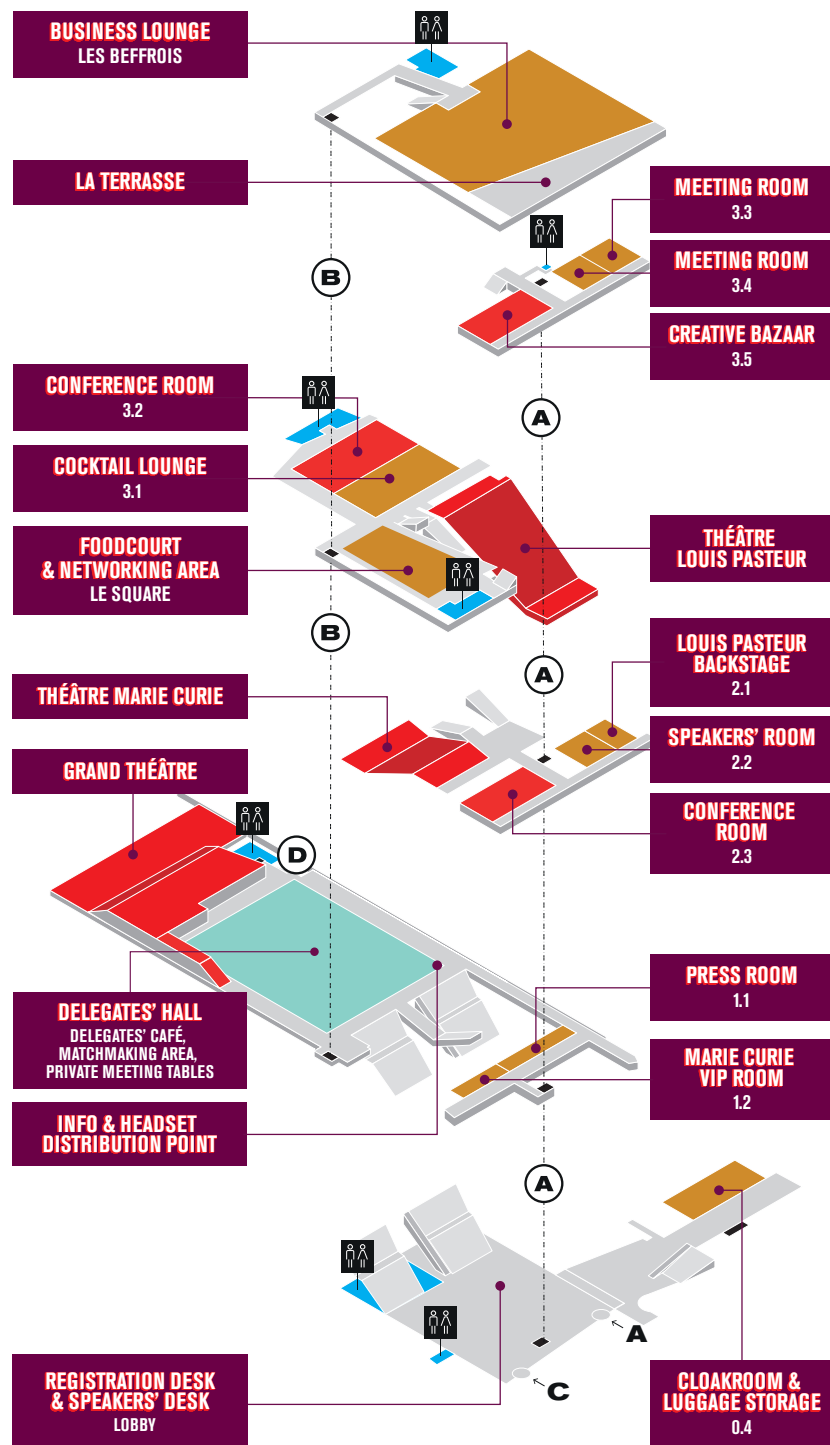
WITH SERIES MANIA INSTITUTE, TRAINING PROGRAMS FOR PROFESSIONALS

In 2023, the **Series Mania Institute** will offer training programs that are dedicated to eco-production and will educate its participants in transition issues, from writing series to shooting them. The publication of an official report written by students from the MIC master's degree (Management of Cultural Institutions) at Sciences Po Lille will serve as a base for these actions.

3

SERIES MANIA COMMITS TO A CERTIFICATION PROCESS

In 2023, SERIES MANIA commits to a certification process for the event. Accompanied by IPAMA, this certification initiative will enable us to better structure our actions and propose a plan of action that is in line with climate issues and the Paris Agreement.



4

NOTES

3 UP

3

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PARTENAIRES INSTITUTIONNELS | INSTITUTIONAL PARTNERS



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LIEUX PARTENAIRES | PARTNER VENUES



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THE REGION HAUTS-DE-FRANCE, A MAJOR PARTNER OF SERIES MANIA

A MAJOR REGION IN THE WORLD OF SERIES



Black Butterflies



Aspergirl



HPI

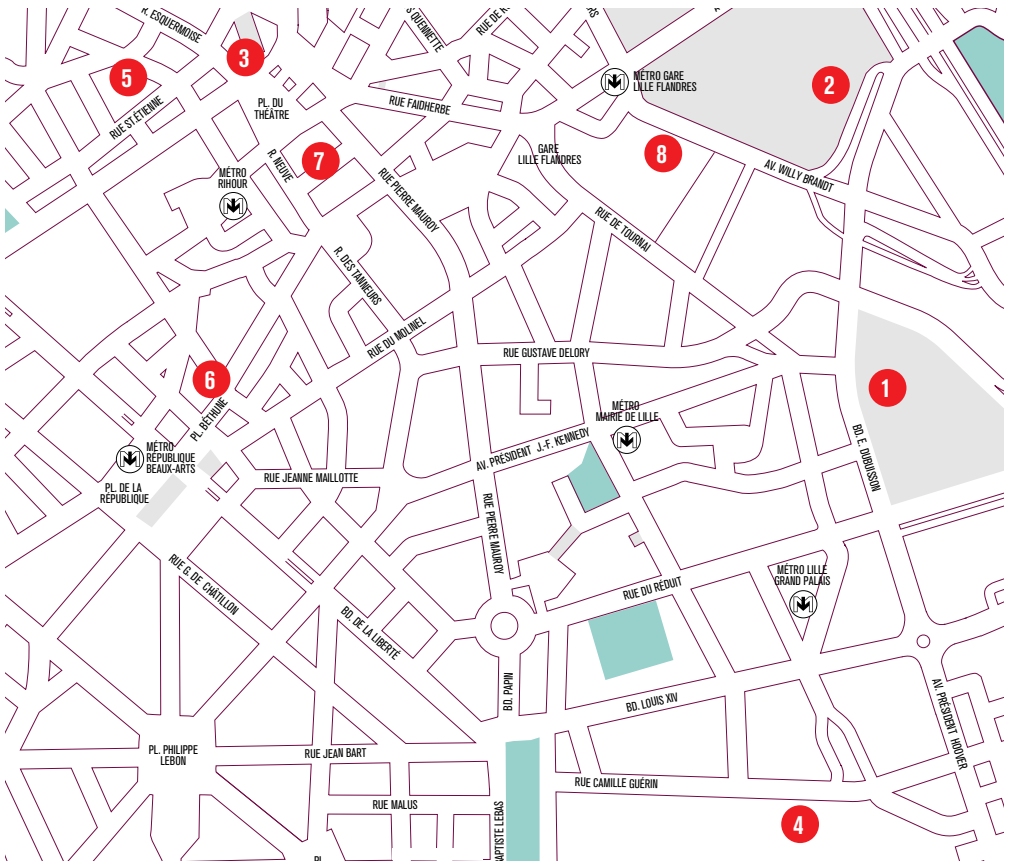
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- 1 LILLE GRAND PALAIS**
1 BOULEVARD DES CITÉS UNIES
- 2 THÉÂTRE BARRIÈRE**
777 BIS PONT DE FLANDRES
- 3 CCI GRAND LILLE**
19 PLACE DU THÉÂTRE
- 4 BAZAAR ST-SO**
292 RUE CAMILLE GUÉRIN

- 5 NOUVEAU SIÈCLE**
17 PLACE PIERRE MENDÈS FRANCE
- 6 UGC & MAJESTIC**
40 & 52 BIS RUE DE BÉTHUNE
- 7 THÉÂTRE DU NORD**
4 PLACE DU GÉNÉRAL DE GAULLE
- 8 VILLAGE FESTIVAL BY CRÉDIT MUTUEL**
22 AVENUE WILLY BRANDT

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