

**WHERE SERIES BEGIN**  
**IN LILLE & ONLINE**  
**19 > 21 MARCH 2024**



**PROGRAM**

# SERIES MANIA FORUM

**DIALOGUES WITH KEY DECISION MAKERS** **NETWORKING AND MATCHMAKING**

**WRITING RESIDENCIES** **PITCHING SESSIONS** **INTERNATIONAL AWARDS**

**FESTIVAL'S WORLD PREMIERES & PARTIES**

# YOUR STORIES ARE MEANT TO BE SHARED

Supporting the audiovisual sector since 1991

For more information on the programme:



For more information about funding opportunities and advice, contact your local Creative Europe MEDIA desk.

## FOREWORD

Series Mania Forum returns stronger and bigger this year to connect international professionals and shape the future of series. The event is truly one of today's premiere meeting places for international TV executives looking for new projects and talent: the best fiction buyers, commissioners, distributors, producers, showrunners, screenwriters, institutions, agents and more.

New this year, Series Mania Forum is expanding within Lille Grand Palais, with new 3 000 sqm exhibition and networking zones offering even more meeting spaces for participants and exhibitors, and greater comfort.

But first and foremost, Series Mania is really the place Where Series Begin! Our new IP Market is focusing on literary adaptations, podcasts, and short formats. Our industry is always on the lookout for new IPs that can become the next big hit series of tomorrow.

More than 50 projects in development are pitched during the 3 days, from all over the world! At the heart of the Forum are the Co-Pro Pitching Sessions, which highlights 16 series seeking international funding.

Our conferences' program focuses on five major themes, including Sourcing Stories & Talent, Creative Business Inspiration, Content Showcases, Marketing of Series & Innovation, and the Lille Dialogues. Our round tables, masterclasses and keynotes once again invite debate and reflection on a wide range of subjects and topical issues.

Finally, we are proud to be hosting the Lille Dialogues. The much-anticipated day-long international summit is devoted to artificial intelligence and its dazzling development, with the theme: "Gen AI, the technology we'd love to like".

We wish you three wonderful and productive days at Series Mania Forum!

**LAURENCE HERSZBERG**  
GENERAL DIRECTOR  
OF SERIES MANIA

**FRANCESCO CAPURRO**  
DIRECTOR  
OF SERIES MANIA FORUM



**WELCOME DRINKS**

In partnership with Unifrance

By invitation only

MARCH 18, 18H - 20H | CCI, Place du Théâtre



Take a look  
behind the scenes  
on [www.cnc.fr](http://www.cnc.fr)

**TUESDAY**

**MARCH 19 2024**

## KEY TRENDS IN TV

In partnership with The European Audiovisual Observatory

CREATIVE BUSINESS INSPIRATION

Prior to the release of the annual 'Key Trends' study conducted by the EAO, a panel of industry experts discuss 5 key trends from the study. An introductory session to 3 days of pitches, panels, discussions and debates.

**10H00 – 10H45 | Théâtre Louis Pasteur**

## SCREENING: LAURA H. THE CALIPHATE GIRL

Sponsored by Dutch Core

**10H45 – 11H45 | Conference room 2.3 + 2.4**

## THE DRAMA TRENDS REPORT

In Partnership with Content London

CREATIVE BUSINESS INSPIRATION

**11H – 11H30 | Théâtre Louis Pasteur**

## COMING NEXT FROM FINLAND

Organized by Focus on Finland

CONTENT SHOWCASES

Focus on Finland proudly presents the Finnish showcase with six upcoming drama projects. Come and enjoy this handful of carefully selected productions that are all seeking international partners. The Coming Next from Finland will be followed by a tasty Focus on Finland lunch.

**11H15 – 12H15 | Théâtre Marie Curie**

## COMING NEXT FROM KOREA

Organized by KOCCA

(Korea Creative Content Agency)

CONTENT SHOWCASES

KOCCA unveils the 5 diversity of Korean contents IP for European audiences. The most attractive Korean original series that are released/in development, and webtoon, the source of inspiration on the screen, will be presented with a wide range of genres and captivating storylines.

**11H – 12H | Conference room 3.2**

## ALL EYES ON THE BALKANS! A FRESH WAVE OF CREATIVITY FOR SERIES

CREATIVE BUSINESS INSPIRATION

Nordics noir, French touch, Spanish Hype... what if it was time for the Balkans to take center stage? In fact, despite being home to quite different nations, countries such as Greece, Serbia, Bosnia or Croatia are increasingly attracting attention. It's time to find out what all the fuss is about!

**13H – 13H45 | Conference room 3.2**

## NEXT ON NETFLIX

CONTENT SHOWCASES

Netflix's Larry Tanz, VP of EMEA Content, discusses the growth and ambition of Netflix's series slate across Europe, the Middle East and Africa and what's next in 2024.

**12H – 12H45 | Grand Théâtre**

## META PITCH CONTEST SEASON 2: THE GRAND FINALE BY NEWEN STUDIOS

SOURCING STORIES & TALENTS

Who will win the Meta Pitch Contest Season 2? After a stellar debut last year, the Contest returns, featuring AI-generated trailers! Only 2 finalists remain. Join us to witness their final live pitch and find out who will win the support of Newen Studios! Supported by Europe Creative Media, with Adobe, BetaSeries, Ecran Total, and TitraFilm.

14H – 15H | Conference room 2.3 + 2.4



## MEDIAWAN SHOWCASE: THE COUNT OF MONTE CRISTO

CONTENT SHOWCASES

Exceptional discussion revolving around the new event series *The Count of Monte Cristo* featuring director Bille August (*Ehregard*, Palme d'Or winner for *The Best Intentions*, Oscar and Palme d'Or winner for *Pelle the Conqueror*), Sam Claflin (Golden Globe nominee for *Daisy Jones & The Six*), Nicola Serra (CEO of Palomar - known for *The Life ahead*, *That Dirty Black Bag*, *Call My Agent - Italy*, and Valérie Vleeschhouwer (CEO of Mediawan Rights).

17H – 18H | Théâtre Louis Pasteur

## COMING NEXT FROM SPAIN

Organized by Audiovisual from Spain

CONTENT SHOWCASES

The world turns its eyes to Spain's series. After six years scoring TV blockbusters for the main global streamers, Spain has become one of their steadiest suppliers 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.

14H – 15H | Théâtre Marie Curie

## FIVE SERIES MADE BY WOMEN THAT DESERVE A SHOUT-OUT AND WHY?

In partnership with EWA

CREATIVE BUSINESS INSPIRATION

The European Women's Audiovisual Network (EWA) invites you to celebrate five fiction series made by women and released in 2023. Join us for a lively event where we will view excerpts from each series, and discuss with our panelists why we felt these shows deserve a shout-out, and what we can learn from their success.

14H – 15H | Conference room 3.5 + 3.6

## THE SAM SPIEGEL SERIES LAB FINAL PITCHING EVENT

SOURCING STORIES & TALENTS

Outstanding Israeli creators making their new steps in the world of international TV will pitch their developed projects. The exposure event is the culmination of several months of a thorough mentoring process and artistic guidance by some of the leading figures in Israeli and world television.

14H – 15H | Conference room 3.2

## CANADA-FRANCE SERIES LAB PITCH

SOURCING STORIES & TALENTS

After almost a year of intensive co-development, professional workshops and mentoring sessions, the four series of the inaugural Canada-France Series Lab, a joint venture between Series Mania Forum, Telefilm Canada, and the CNC, will be pitched for the first time by their French and Canadian co-producers to potential buyers and financiers.

15H15 – 16H | Conference room 3.2

SESSIONS

CO-PRO PITCHING

The Co-Pro Pitching Sessions present a selection of 16 series in development, chosen from over 413 applications, which will be pitched in front of a panel of potential financiers: broadcasters, distributors, producers as well as public and private funds representatives.

10H – 11H30 and 14H – 15H15 | Grand Théâtre

JURY



**NINA LEDERMAN (USA)**, PRESIDENT  
EVP Global Scripted Development &  
Programming, Sony Pictures Television

**MARCO CHIMENZ (ITALY)**  
Group Co-General Manager,  
Federation Studios

**JENNIFER EBELL (UK)**  
EVP, EMEA Sales and Acquisitions,  
FIFTH SEASON

**MARIANNE FUREVOLD-BOLAND  
(NORWAY)**  
Head of Drama, NKR

**KARIN MARELLE (UK)**  
VP Program Acquisitions &  
Co-Productions, Starz

SELECTED  
PROJECTS

### ANTILIA

6 x 52' - France | Ego Productions

### A TRUE NOVEL

8 x 60' - Japan, USA  
Shochiku and Upgrade Productions

### EUROVISION MURDER MYSTERY

6 x 52' - France, Germany  
APC Stories and Friday Film

### FOOD, LOVE, FAITH

8 x 50' - Israel | United Studios IL

### ISSAK

6 x 45' - Japan, Germany  
Nippon TV and Studio Zentral

### JUDGEMENT OF SOLOMON

6 x 45' - Bulgaria  
Contrast films LTD and Mirrormind LTD

### KISS MY FEET

6 x 50' - Finland, Netherlands  
Helsinki-Filmi Oy and Big Blue

### NANGA PARBAT

6 x 52' - France | Kazak Productions

### THE ART OF MAGDALENE

6 x 45' - Poland, Ireland | Bahama Films and  
PIO Media LTD

### THE LEFT HAND OF VENUS

6 x 45' - Greece | Arcadia Media

### THE ODESA WRESTLERS

6 x 45' - Norway | Monster AS

### THIRST

6 x 60' - Canada | Trio Orange

### OUR PEOPLE

6 x 55' - Slovakia | Nutprodukcja

### VATICAN

6 x 50' - Italy | Fabula Pictures

### WHITE TIES

6 x 45' - Germany | Wüste Film GmbH

### WITNESS 36

8 x 45' - Argentina | Oficina Burman  
(The Mediapro Studio)  
In partnership with the Berlinale  
co-production market

## PARTIES & EVENTS



### AFRICAN TALENTS & INDUSTRY BREAKFAST

Organized by Creation Africa  
& AuthenticA Series Lab

By invitation only | 09H – 11H  
Salon rouge

### FOCUS ON FINLAND - LUNCH

Organized by Focus on Finland

For all participants | 12H30 – 14H  
Salon rouge

### KOREAN CONTENTS IP WIDE OPEN - NETWORKING LUNCH

Organized by KOCCA

(Korea Creative Content Agency)

For all participants | 12H – 14H  
Salon bleu

### APÉRO WITH TAIWAN PRODUCERS

Organized by TAICCA

By invitation only | 17H – 19H

Salon rouge

### DIGITAL DRINKS: MEET THE PRODUCERS

Organized by Ontario Creates and  
the Independent Production Fund

For all participants | 17H30 – 19H

Salon bleu



### FIFTY SHADES OF CO-PRO: CHOOSE THE ONE THAT'S RIGHT FOR YOU!

CREATIVE BUSINESS INSPIRATION

Behind the word “co-pro” lies different realities, needs and objectives. Co-production agreements may be motivated not only by funding but also by a common language, a shared creative vision, incentives, local know-how... Multifaceted alliances and new support systems seem to be the new norm. How does this work in practice?

15H15 – 16H | Théâtre Louis Pasteur

### FICTIONALIZING A NATIONAL TRAGEDY

Organized by Newen Studios

CONTENT SHOWCASES

How to fictionalize a national tragedy and bring it to the screen while remaining faithful to the events and those who lived through it? To mark the release of *Nos Vemos En Otra Vida*, the story of the biggest jihadist attack committed on European soil, the production team will discuss this question and what this means in terms of responsibility.

15H15 – 16H15 | Conference room 2.3 + 2.4



### PRE SALES MATTER! A GLOBAL SERIES WITH A LOCAL LEAD

'Rematch': The Case Study

CREATIVE BUSINESS INSPIRATION

What if a local broadcaster could think outside the box and localize a series in another region? What if, thanks to a great combination of pre-sales around the world, the creator could develop his vision without having to deal with notes from numerous stakeholders?

16H15 – 16H45 | Théâtre Louis Pasteur

### TAIWAN SPOTLIGHT

Taiwan Series Pitching Session

SOURCING STORIES & TALENTS

In partnership with Series Mania, TAICCA invites you to discover five exciting series being developed by Taiwanese producers. Also, learn more about co-production opportunities with Taiwan, your best partner in Asia. A networking cocktail event will follow. Come and connect with your future partners.

16H – 16H45 | Conference room 3.5 + 3.6

### HIGH POTENTIAL SERIES FROM UKRAINE

SOURCING STORIES & TALENTS

Despite the events we know, Ukrainian creators and producers have not stopped developing series. Telling stories, writing series are an asset, a strength, a real vehicle of soft power. Discover a selection of three promising projects.

15H15 – 15H45 | Conference room 3.5 + 3.6

## MATCHMAKING SESSIONS OF THE DAY

The one-to-one session will only be open with the programs listed below. You can book a meeting with a talent, a project representative, an editor or a literary agent on [seriesmaniaplus.com](http://seriesmaniaplus.com).

### MATCHMAKING AREA

#### SERIES WOMEN

09H30 – 18H

#### AUTHENTICA SERIES LAB

09H30 – 13H | 14H30 – 18H

#### GOING EUROPEAN

09H30 – 13H

#### CO-PRO PITCHING SESSIONS

14H30 – 18H

#### SAM SPIEGEL SERIES LAB

14H30 – 18H

### IP MARKET (3.1)

#### SHOOT THE BOOK! RENDEZ-VOUS

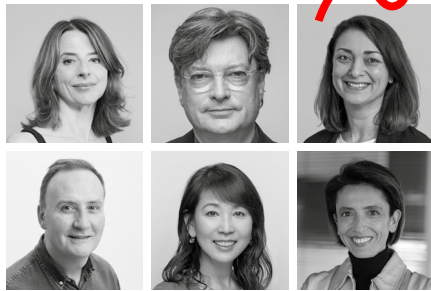
09H30 – 18H

## COMING NEXT FROM FRANCE

Organized by Unifrance  
CONTENT SHOWCASES

This year's Coming Next from France will highlight seven French series available (or soon to be available) on the international market to a panel of decision-makers and foreign buyers. This is an opportunity for the teams of distributors, producers and sometimes artists to increase awareness of their programmes on the international market.

15H30 – 16H30 | Théâtre Marie Curie



## SCRIPTED FORMAT: HOW MUCH LEEWAY FOR LOCAL ADAPTATION?

CREATIVE BUSINESS INSPIRATION

Buying a series format means buying a recipe for success. Or the remake of a series that hasn't fully revealed its potential. Minimizing risk. But how do you approach local adaptation? How much deviation is acceptable for distributors and local producers? What is acceptable and what jeopardizes the magic of the original successful concept?

14H15 – 15H | Théâtre Louis Pasteur

## AUTHENTICA AFRICAN SERIES LAB PITCH

SOURCING STORIES & TALENTS

After 6 months in residency supported by their mentors Mehret Mandefro and Selina Ukwoma, our cohort will pitch four African episodic concepts to the market. The program is designed by Elias Ribeiro, Executive Director of Realness Institute and presented in partnership with Story Board Collective and Series Mania, with support of the French Embassy and the French Institute of South Africa.

16H15 – 16H45 | Conference room 3.2

## SPOT THE NEW VOICES FOR ADAPTATION

Cartoons, First Roman, Manga,  
Digital New Romance

SOURCING STORIES & TALENTS

Published authors have been a source of inspiration for TV series for years. But did you know that there is a dynamic market for book adaptations in Taiwan? That cartoon and manga adaptations have become the new hype? That young adults are obsessed with new, dark, digital-native romcoms? Discover concrete examples brought to you by SHOOT THE BOOK!

17H – 17H45 | Conference room 3.5 + 3.6

## DAILY SOAPS: AN UNEXPECTED ALLY FOR A SUCCESSFUL VOD STRATEGY?

CREATIVE BUSINESS INSPIRATION

At a time marked by dynamic shifts in program schedules and VOD content, where risk-taking is much more questioned and bold endeavors don't consistently yield success – does the daily soap opera symbolize stability in this risk adverse environment? What if daily soaps were also instrumental in building up a strong 'on demand' platform?

17H – 17H45 | Théâtre Marie Curie

## FRANCE/ISRAEL DRAMA SERIES CO-WRITING RESIDENCY PITCH

SOURCING STORIES & TALENTS

The Drama Series Co-Writing Residency between Israel/France presents 5 projects led by a duo of screenwriters, one from Israel and one from France. The program has been initiated by the CNC, the Geshar Multicultural Film Fund and Series Mania, in cooperation with the Israeli Scriptwriters Guild, The Israeli Producers Association and the French Embassy in Israel.

17H – 17H45 | Conference room 3.2

## CANADA'S PRODUCERS TO WATCH

Organized by Telefilm Canada  
CONTENT SHOWCASES

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

16H30 – 17H30 | Conference room 2.3 + 2.4

# SERIES MANIA BY NIGHT

## 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 | 18H30 – 20H30 | Théâtre Barrière

## LA BEFORE BY NOMADE

LIVE MUSIC  
AND DRINKS

By La Sacem and Series Mania

Line up: Julie Roué & Niki Demiller

For all participants – limited capacity | 18H – 20H | CCI, Place du Théâtre

## SO LONG, MARIANNE

WORLD PREMIERE  
INTERNATIONAL COMPETITION

SERIES MANIA  
FESTIVAL

NORWAY, CANADA, GREECE | E1 + E2 | NRK, Crave

Priority access with your badge | 20H30 – 22H40 | Le Nouveau Siècle





## DISNEY+ EMEA SHOWCASE

### CONTENT SHOWCASES

Liam Keelan, SVP, Original Productions, will discuss the ongoing commitment to investing in the European creative industry and an update on the EMEA Originals strategy. He'll be joined by local market creative leads from France, Spain and Germany, to discuss some of their exciting and ambitious content coming up in 2024 and beyond.

9H30 – 10H15 | Grand Théâtre

## DOCU SERIES & DRAMA SERIES WHICH GENRE TO CHOOSE TO TELL A STORY?

Supported By Scam & Fipadoc

### CREATIVE BUSINESS INSPIRATION

From docudramas to documented fiction, an increasing number of true fact stories are being transformed into captivating fiction or compelling documentary series. What does serial storytelling bring to documentary? What rules do each need to follow to be "truthful" and achieve integrity?

10H – 10H45 | Conference room 3.5 + 3.6

## PITCHING SESSION PICTANOVO - FJPI

### SOURCING STORIES & TALENTS

Pictanovo and Fédération des Jeunes Producteurs Indépendants (FJPI) come together to organize a pitching session between young creators and producers. Session in French. Followed by private meetings until 17H, conf. room 3.4.

14H – 15H30 | Conference room 2.3 + 2.4

## FRENCH AUDIOVISUAL NETWORK ABROAD, YOUR GATEWAY TO INTERNATIONAL COOPERATION

### CREATIVE BUSINESS INSPIRATION

Meet the network of audiovisual attachés of the French Ministry of Europe and Foreign Affairs (MEAE), and find out about its cooperation and support initiatives for professionals in the series industry around the world. Followed by a networking breakfast.

9H – 9H45 | Conference room 3.5 + 3.6

## COMING NEXT FROM NORWAY

Organized by NFI

### CONTENT SHOWCASES

Join this session where we present high quality upcoming Norwegian series, ranging from teen drama to dark Sami comedy and real royal romance. Meet the creators and get their insights into the creative processes behind the series. Enjoy exclusive previews from upcoming seasons of some of Norway's biggest hit series.

10H30 – 11H30 | Théâtre Marie Curie

## BBC STUDIOS SHOWCASE

### CONTENT SHOWCASES

Home to critically acclaimed series including *Doctor Foster*, *Ghosts*, *Truelove*, *Time* and *The Famous Five*, as well as being the number one scripted format distributor in the world, BBC Studios discusses its latest projects followed by a conversation between key executives overseeing European distribution and co-production with their partners at ZDF.

10H30 – 11H15 | Grand Théâtre

# WRITERS CAMPUS PITCH

The Writers Campus is Series Mania Institute's highly selective incubator: a week-long intensive workshop gathering 16 series writers from around the world. Guided by two mentors, participants have the opportunity to work on their original projects before pitching them to international industry professionals.

16H30 – 18H | Conference room 3.2

SELECTED PROJECTS

**PETER AYIVOR**  
Senegal  
**LEARN THE RULES**

**CHANTEL CLARK**  
South Africa  
**THE LOST CITY**

**AISLING CORRISTINE**  
Ireland  
**ARGY BARGY**

**MARKUS ENGEL**  
Austria, Germany  
**SEMFIRA'S DRY CLEANING**

**DIOGO FIGUEIRA**  
Portugal  
**THE VALLEY BENEATH**

**BADRUDIN GA'UR**  
**MIRIAM SUNDE**  
Norway  
**DON'T CROSS ON FOOT**

**MARÍA BENLLOCH GRIMA**  
Spain  
**SWEET MARY**

**SEBASTIAN HUBER**  
Austria, Germany  
**MIND CLEANERS**

**LAURA NUTI**  
Italy  
**THE DOLLMAKER**

**NATASHA NUTKIEWICZ**  
**COURTNEE ZAMBRANO**  
USA  
**CRUDE CONSPIRACY**

**CÉLINE PRIMARD**  
France  
**RED FEET**

**ANASTASHIA STAROVA**  
Canada, Ukraine  
**VELES**

**SONIA WHITEMAN**  
**RENNY WIJEYAMOCHAN**  
Australia  
**SCALPEL**



# KEYNOTE: WAYNE GARVIE, SONY PICTURES TELEVISION

CONTENT SHOWCASES

Wayne Garvie is President of International Production at Sony Pictures Television (SPT) and oversees SPT's global network of production companies outside the US, covering Europe, Latin America and Australia.

11H30 – 12H | Grand Théâtre

## CONSTANTIN FILM: PASSION FOR INTERNATIONAL STORYTELLING

Organized by Constantin Film  
CONTENT SHOWCASES

Constantin Film creates premium content for original series and strong IPs that appeal to a global audience by working with outstanding talents. Get an exclusive insight into the making of the upcoming high-end series *Hagen* (w/t) and *Smilla's Sense of Snow*, as well as an outlook on the development project *Nuremberg* with Frank Spotnitz and Christian Schwochow.

11H30 – 12H30 | Conference room 2.3 + 2.4

## THE JOURNEY OF A-LIST CINEMA FILMMAKERS GOING TO SERIES

SOURCING STORIES & TALENTS

The A-list filmmakers who just completed their 4 months SERIESMAKERS training and mentoring program convey their challenges and thoughts on their move from feature films to series. Are you ready to discover who are the award-winning films directors who will make your next series' obsession?

14H15 – 15H | Conference room 3.2

## FACE TO FACE WITH GERMAN TALENTS

Organized by German Films  
CONTENT SHOWCASES

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 talents from the world of independent cinema who have worked on directing, writing or acting in series.

10H – 11H | Conference room 2.3 + 2.4

## SERIES SHAPING A MORE DESIRABLE FUTURE: SPOT THE NEW PRODUCTION PARTNERS

CREATIVE BUSINESS INSPIRATION

Series reflect the world we live in. They can also anticipate - and even influence - tomorrow's world. A superpower that comes with great responsibility. How can they help create a more desirable future by combining editorial freedom and responsibility? Advisory & new funding sources are supporting creators and producers. Learn more.

11H15 – 12H00 | Conference room 3.5 + 3.6

## SERIES FOR GLOBAL PLATFORMS UNDERSTANDING THE STAKE OF OWNING THE IPS

CREATIVE BUSINESS INSPIRATION

Owning or not owning a series' IP is not neutral for the producer. Beyond questions of spin-offs or sequel production, we're talking about the audiovisual legacy of the country of origin and the value of production companies. Moreover, questions of quotas, access to financing and production subsidies underlie this question of IP ownership.

17H15 – 17H45 | Théâtre Louis Pasteur

## SCREENING: SECRET OF PEARLS

Sponsored by Kanal D International

17H30 – 18H30 | Conference room 2.3 + 2.4



WOMAN IN SERIES  
AWARD

## HBO'S FRANCESCA ORSI, AWARD RECIPIENT 2024

In conversation with *Bad Wolf*'s Jane Tranter  
CREATIVE BUSINESS INSPIRATION

Francesca Orsi, EVP of HBO Programming and Head of HBO Drama Series and Films, is the recipient of the Fourth Annual "Woman in Series Award." These two incredibly successful women in series discuss their careers to date, thoughts on the industry and their collaborations over the years on projects including *His Dark Materials*, *Succession*, and *Industry*.

15H45 – 16H15 | Théâtre Marie Curie

## A GLANCE AT LOCAL HITS WITH INTERNATIONAL POTENTIAL

Presented by Glance  
MARKETING OF SERIES & INNOVATION

12H – 12H30 | Théâtre Louis Pasteur

# KEYNOTE: DOMINGO CORRAL, MOVISTAR PLUS+

CONTENT SHOWCASES

Domingo Corral, Director of Fiction and Entertainment at Movistar Plus+ Original Content, will speak about the company's original fiction. Distinct, high-end TV series based on strong stories relaying on the best talent. Content made for local audience in Spain but with the aim of being global.

14H – 14H30 | Grand Théâtre

# MATCHMAKING SESSIONS OF THE DAY

The one-to-one session will only be open with the programs listed below. You can book a meeting with a talent, a project representative, an editor or a literary agent on [seriesmaniaplus.com](https://seriesmaniaplus.com).

MATCHMAKING AREA

## CO-PRO PITCHING SESSIONS

09H30 – 13H00 / 14H30 – 18H

## CANADA-FRANCE SERIES LAB

09H30 – 13H

## DEENTAL SERIES WORKSHOPS

14H30 – 18H

## DRAMA SERIES CO-WRITING

RESIDENCY ISRAEL-FRANCE

14H30 – 18H

## AUTHENTICA SERIES LAB

09H30 – 13H / 14H30 – 18H

## TAIWAN SPOTLIGHT

09H30 – 13H

IP MARKET (3.1)

## BOOK TO SCREEN

14H30 – 18H

## PODCAST TO SCREEN

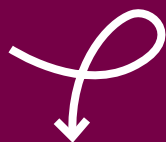
14H30 – 18H

## SHORT SERIES: NEW TALENTS TO WATCH

14H30 – 18H



## PARTIES & EVENTS



### BREAKFAST SPEED MEETINGS

Organized by PFDM and EWA  
By invitation only | 08H - 10H  
Hôtel Barrière

### BREAKFAST - FRENCH AUDIOVISUAL NETWORK ABROAD, YOUR GATEWAY TO INTERNATIONAL COOPERATION

Organized by Institut français, Ministère de l'Europe et des affaires étrangères, Unifrance  
For all participants | 09H45 - 10H30  
Salon bleu

### SERIES MANIA INSTITUTE - ANNOUNCEMENT COCKTAIL

Organized by Series Mania Institute  
By invitation only | 11H30 - 13H15  
Salon bleu

### CATALONIA LOVES SERIES - NETWORKING LUNCH

Organized by Catalan Films & Catalunya Film Commission  
By invitation only | 12H30 - 14H  
Salon rouge

### GERMAN FILMS AND MDM COCKTAIL RECEPTION

Organized by German Films & MDM - Mitteldeutsche Medienförderung  
By invitation only | 17H30 - 19H  
Salon rouge

### #ANNAISSMISSING HAPPY HOUR

Organized by Bionaut, Voyo and SKOOP Media  
For all participants | 17H30 - 19H  
Salon bleu

### THE RED SEA SERIESLAB PITCH

SOURCING STORIES & TALENTS

The SeriesLab is a long-term intensive lab that selects 8 emerging writers to develop their TV pilots. It offers a comprehensive program that includes full development and mentorship for selected projects. Participants receive guidance from professional TV writers, showrunners, and industry experts to help them prepare and refine their projects for pitching to Key industry experts.

12H15 - 13H00 | Conference room 3.5 + 3.6

### MAX ORIGINAL SHOWCASE

CONTENT SHOWCASES

Clément Schwebig (President Warner Bros Discovery Western Europe & Africa), Vera Peltekian (VP of Original Production Max France) and Clémentine Bobin (Director of scripted originals production Max France) will present the key tenets of the French Max Original output and a sneak peek into projects currently in production.

15H - 15H30 | Grand Théâtre

### CEE CONTENT ON GLOBAL MAP - SUCCESS STORY FROM DISTRIBUTORS' PERSPECTIVE

Organized by Telekom Srbija

CONTENT SHOWCASES

Join us in talks with key players in worldwide distribution, highlighting successful international collaborations and production capacity growth in the CEE region. And explore Telekom Srbija's pivotal role in the region's film industry development over the past five years, leveraging multimedia as a cornerstone of its growth and global expansion strategy.

16H15 - 17H15 | Conference room 2.3 + 2.4

### THE USE OF AI IN MARKETING TOOLS

Presented By Eave

MARKETING OF SERIES INNOVATION

The democratization of AI usage this year has challenged the way we pitch our projects. AI has allowed the production of mood reels or mood decks in record time. It has allowed marketers to be creative with a very limited budget. But how can we integrate AI into the creation of marketing tools while maintaining the emotional imprint?

14H15 - 15H00 | Théâtre Louis Pasteur

### VIRTUAL PRODUCTION: HOW TO REDUCE YOUR BUDGET AND YOUR SUSTAINABILITY IMPACT

Powered By Sony

CREATIVE BUSINESS INSPIRATION

Today's producers face a double challenge. Tighter budgets and expectations in terms of environmental responsibility and CO2 emissions. What if VERONA Crystal LED technology could help? Producers and studios share their experiences.

15H00 - 15H30 | Conference room 3.5 + 3.6

### MASTERCLASS WITH A SHOWRUNNER: CHRIS BRANCATO ('NARCOS')

In partnership with Deadline

CREATIVE BUSINESS INSPIRATION

Chris Brancato is a prolific showrunner who has co-created *Narcos*, *Godfather of Harlem* and created MGM+'s new drama *Hotel Cocaine* (Summer 2024). He's a writer/producer with hundreds of hours of television credits, among them award-winning and hugely popular shows like *X-Files*, *Law and Order: Criminal Intent*, *Hannibal*, and *Beverly Hills 90210* (the original).

15H45 - 16H15 | Grand théâtre

### BEST MARKETING INITIATIVES FOR SERIES

Celebrating creativity in series's promotion

MARKETING OF SERIES INNOVATION

The most effective marketing initiative to promote a series, whether original, ground-breaking or impactful for the audience, will be honored. All BtoB or BtoC promotional marketing initiatives - whether a marketing tool or campaign, experiential, digital/social, branding... - will be presented, and one of the campaigns will be awarded.

16H15 - 17H00 | Théâtre Louis Pasteur

### EMBRACING CREATIVE COLLABORATIONS WITH THE CNC

CREATIVE BUSINESS INSPIRATION

Over the years, the CNC (French national center for cinema) has teamed up with international institutions and events to create tailor made programmes aiming at encouraging creative collaboration across regions and helping the emergence of new voices. Learn more about these programs!

16H30 - 17H15 | Conference room 3.5 + 3.6

### CREATORS TALK: ADAPTING A WORLD RENOWN IP

Case Study: Zorro

CREATIVE BUSINESS INSPIRATION

For a broadcaster, a series adapted from a world-famous intellectual property seems to be a guarantee of success. But it's a major challenge for the creative teams. The team behind the highly anticipated series *Zorro* with Jean Dujardin, rose to the challenge. They share their experience and lessons learned from this great creative epic.

17H45 - 18H30 | Théâtre Marie Curie

# IP MARKET MEETINGS

Series Mania Forum is thrilled to introduce its brand new IP Market focusing on literary adaptations, podcasts, and short formats.



## SHORT SERIES, NEW TALENT TO WATCH

Dive into the demanding selection of short films at the Series Mania Festival and discover new creators, new stories and new talent. Better than a CV, the proof is on the screen!

09H45 – 10H45 | Conference room 3.2

## IP PITCH: BOOK TO SCREEN

In partnership with best seller to box office

Did you know that public and critics favorites such as *Dexter*, *The Haunting of Hill House* or *Killing Eve* are adapted from books? Book to Screen is a pitching session that features 5 titles with high potential for an international TV series. This session is followed by a match-making moment to create new collaboration opportunities!

11H – 12H | Conference room 3.2

### SELECTED PROJECTS

**AN ETHICAL GUIDE TO MURDER**  
FRANCESCA RICCARDI

**BOBBY NAZEBROQUE**  
FELIX RUDLOFF

**STELLA**  
FRÉDÉRIQUE MASSART

**THE HALF BURNT HOUSE**  
LEAH MIDDLETON

**THE WOMEN OF THE FAMILY**  
CARBONARO  
MAXENCE LAUX

## IP PITCH: PODCAST TO SCREEN

In partnership with the podcast Bureau

Find your new source material of choice in a selection of fascinating and intriguing podcasts! In this session, five audio series creators will pitch their stories on stage. The session will be followed by a matchmaking moment. Will you be the producer willing to associate a visual universe to these stories?

12H15 – 13H15 | Conference room 3.2

### SELECTED PROJECTS

**EXPOSED: THE ASHLEY MADISON HACK**  
THOMAS CURRY,  
DANIEL TURCAN

**FURIES**  
FLORENCE SARFATI

**STEAMY**  
MÉLISSA BOUNOUA,  
CHARLOTTE PUDLOWSKI

**THE DECISION**  
HELEN PARKER

**THE SALVATION**  
ROBBIE ASHCROFT,  
GEMMA BATTERBY

## KEEP YOUR IP AND TURN IT INTO A BRAND

MARKETING OF SERIES INNOVATION

To create a strong IP, you need to think of your series as a brand. By skillfully employing marketing strategies, series can not only generate revenue for their production and promotion, but also extend their reach and impact, helping to ensure their long-term financial viability. You'll know it all!

15H15 – 16H | Théâtre Louis Pasteur

## COMING NEXT FROM QUEBEC

Organized by SODEC  
CONTENT SHOWCASES

Organized by SODEC in collaboration with Bell Media, Radio-Canada, Quebecor Content and TV5 Québec Canada, Coming Next From Québec is presenting a sneak preview of seven new inspiring and bold series in presence of the producers and creators. Session moderated by François Pier Pélinard-Lambert.

16H30 – 17H30 | Théâtre Marie Curie

# SERIES MANIA BY NIGHT

## LA BEFORE BY NOMADE

LIVE MUSIC AND DRINKS

By La Sacem and Series Mania

Line up: Sam Tiba, DJ set

For all participants – Limited capacity | 18H – 20H | CCI, Place du Théâtre

## HERRHAUSEN - THE BANKER AND THE BOMB

INTERNATIONAL PREMIERE  
INTERNATIONAL COMPETITION

SERIES MANIA FESTIVAL

GERMANY | E1 + E2 | ARD  
Priority access with your badge  
20H30 – 22H50 | Le Nouveau Siècle



## SERIES MANIA FORUM PARTY

BY ZDF STUDIOS

Sponsored by ZDF STUDIOS  
For all participants – Limited capacity  
22H – 03H | Bazaar ST SO



# LILLE DIALOGUES 2024

Welcome to the 6th edition of the Lille Dialogues, our international summit! Once again, it brings together key industry leaders to encourage international cooperation and a joint reflection on the challenges facing the TV industry today. This year's Lille Dialogues are devoted to artificial intelligence and its dazzling development, with the theme: "Gen AI, the technology we'd love to like".

This powerful tool is a unique opportunity for creators and professionals, but it is also risky. Numerous panels are organized around AI and generative technologies that impact the design and production process of audiovisual works. Threats, opportunities, and regulations will be discussed: The impact of AI on the content industry, how AI reshapes the creative industries, how shall we embrace the AI revolution?

The Lille Dialogues are, and continue to be, a vital platform to curate insightful discussions and collaborative solutions. Here's to another exciting edition of Lille Dialogues!

**Laurence Herszberg,**  
General Director of Series Mania

**Francesco Capurro,**  
Director of Series Mania Forum

## WELCOME ADDRESS BY ANNE BOUVEROT, SERIES MANIA PRESIDENT

LILLE DIALOGUES

9H45 - 10H | Théâtre Louis Pasteur

## YEAR 1 AFTER THE AI TORNADO THE IMPACT OF AI ON THE CONTENT INDUSTRY

LILLE DIALOGUES

Let's start with the big picture. AI is impacting the entire content value chain. OMDIA gives us an overview of the challenges, outstanding issues and regulatory actions underway regarding the adoption of this technology by the series industry.

10H - 10H15 | Théâtre Louis Pasteur



## PAST THE SIDERATION, HOW AI RESHAPES THE SERIES INDUSTRY

LILLE DIALOGUES

Let's face it, AI is here to stay. The European Commission saw this coming and was the first institution to publish a legal framework on AI. A year after the democratisation of Chat GPT and the wave of torpor that took much of the industry by surprise, what structural changes are we having to deal with?

10H30 - 11H15 | Théâtre Louis Pasteur

KEYNOTE



**RODOLPHE BELMER,**  
CEO, TF1 GROUP  
LILLE DIALOGUES  
10H30 - 11H  
Grand Théâtre

KEYNOTE



**NICOLAS DE TAVERNOST,**  
PRESIDENT & CEO,  
M6 GROUP  
LILLE DIALOGUES  
11H15 - 11H45  
Grand Théâtre

KEYNOTE



**DELPHINE ERNOTTE CUNCI,**  
CEO, FRANCE  
TÉLÉVISIONS  
LILLE DIALOGUES  
12H - 12H30  
Grand Théâtre

# MATCHMAKING SESSIONS OF THE DAY

The one-to-one session will only be open with the programs listed below. You can book a meeting with a talent, a project representative, an editor or a literary agent on [seriesmaniaplus.com](https://seriesmaniaplus.com).

## MATCHMAKING AREA

**CO-PRO PITCHING SESSIONS**  
09H30 - 13H / 14H30 - 18H

**WRITERS CAMPUS**  
09H30 - 13H / 14H30 - 18H

## IP MARKET (3.1)

**BOOK TO SCREEN**  
09H30 - 13H

**PODCAST TO SCREEN**  
09H30 - 13H

**SHORT SERIES:  
NEW TALENTS TO WATCH**  
09H30 - 13H

**RED SEA SERIES LAB**  
09H30 - 13H

## PARTIES & EVENTS



### SWISS SERIES INDUSTRY BREAKFAST

Organized by Swiss Films  
By invitation only | 09H - 11H  
Salon rouge

### LILLE DIALOGUES' OFFICIAL LUNCH

Offered by the Hauts-de-France region  
By invitation only | 12H30 - 14H00  
Salon rouge

KEYNOTE



## JB PERRETTE, WARNER BROS. DISCOVERY CEO AND PRESIDENT, GLOBAL STREAMING AND GAMES

LILLE DIALOGUES

Ahead of what is to be a transformational year for WBD's global business, JB Perrette will discuss the company's direct-to-consumer strategy with Max successfully launched in the U.S. and rolling out internationally, first in Latin America and the Caribbean, before expanding across Europe and Asia Pacific. Additionally, JB will offer a sneak peak of the most hotly anticipated content to hit our screens in 2024.

15H30 – 16H | Grand Théâtre

KEYNOTE



## CATHY PAYNE, CEO, BANIJAY RIGHTS

LILLE DIALOGUES

Outlining her approach to forging crucial global alliances against a backdrop of global market shifts and tough economics, Payne will address Banijay's outlook on continuing to forge growth, international coproductions and drama acquisitions, and the television business' ever-evolving stance on rights and exploitation.

14H30 – 15H | Grand Théâtre

## IS PROMPTING CHEATING? AI TOOLS THAT WILL BLOW YOUR MIND!

LILLE DIALOGUES

Let's take a closer look at some AI-enabled tools and assess how they facilitate our creative work. Beyond the tools, let's get to know these entrepreneurs, their backgrounds and their motivations.

11H30 – 12H30 | Théâtre Louis Pasteur

## SHOWCASE "CICATRIZ": INNOVATION AND DIVERSITY IN THE WORLD OF SERIES' CO-PRODUCTION

Organized by Audiovisual from Spain

10H15 – 11H15 | Conference room 2.3 + 2.4

## REMUNERATION CONSENT... HOW SHALL WE EMBRACE THE AI REVOLUTION?

LILLE DIALOGUES

What do we need to do to embrace change while preserving original creation and fair remuneration for authors' work? Should we learn to «prompt» instead of «write»? How should we remunerate the works used by «generative AI»?

14H – 15H | Théâtre Louis Pasteur

## MEDIA BRIEFING: FRANCE TÉLÉVISIONS

French and international fiction from France Télévisions with Stephane Sitbon Gomez, Anne Holmes and Manuel Alduy

9H30 – 10H30 | Conference room 3.2

## MEDIA BRIEFING: ARTE

11H30 – 12H30 | Conference room 3.2

## MEDIA BRIEFING: TF1

14H – 15H | Conference room 3.2

# SERIES MANIA BY NIGHT

### CLOSING DRINKS

#### SERIES MANIA FORUM

For all participants - limited capacity  
17H – 18H30 | Salon rouge

#### LA BEFORE BY NOMADE

By La Sacem and Series Mania

Line up: Faux amis

For all participants – Limited capacity  
18H – 20H | CCI, Place du Théâtre

LIVE MUSIC  
AND DRINKS

#### HOTEL COCAINE

SERIES MANIA  
FESTIVAL

WORLD PREMIERE  
INTERNATIONAL COMPETITION

USA | E1 + E2 | MGM+  
Priority access with your badge  
20h30 – 23h30 | Le Nouveau Siècle



### LATE NIGHT AT ARTCHIVES

For all participants – limited capacity | 22H – 2H  
Artchives, 74 rue Jacquemars Gielée

# DISCOVER OUR SHORT PROGRAMS DESIGNED TO TRAIN THOSE WHO WILL SHAPE TOMORROW'S SERIES!

**PITCH YOUR SERIES PROJECT  
IN FRENCH**

**MASTER AND NEGOTIATE  
YOUR SCREENWRITING RIGHTS**

**PRODUCE A DOCUMENTARY SERIES**  
IN PARTNERSHIP WITH EURODOC

**CONCEIVE AN IMPACTFUL SERIES  
PITCH DECK**

**AND MORE TO COME...**

MORE INFO ABOUT OUR NEW  
CAPSULE TRAININGS JUST HERE



# SERIES MANIA'S COMMITMENT TO SUSTAINABILITY

**HERE IS HOW YOU CAN  
HELP US**

Series Mania is pursuing its actions to enable Series Mania Forum to act consistently with the challenges of ecological transition and social inclusion. Here is how you can help us:

- ▶ Bring your water bottle to use the water fountains at Lille Grand Palais
- ▶ Use our free bicycle taxi service to commute between LGP, hotels and places of interest in downtown Lille
- ▶ Leave your recyclable cardboard badge in the bins provided at the LGP exit on your departure.



**More information about  
our CSR involvement on  
Series Mania Forum website**

# EXPERIENCE SERIES MANIA FORUM ONLINE ON

**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.

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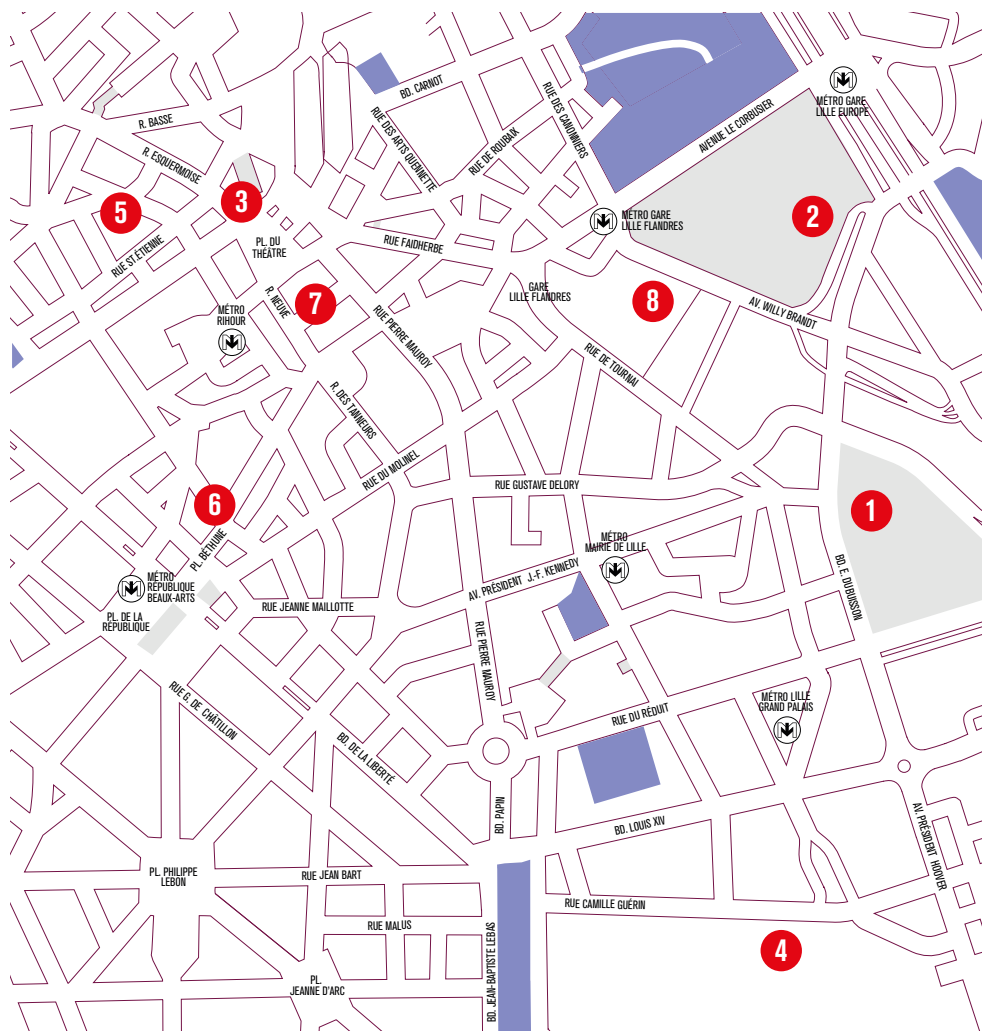
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17 PLACE PIERRE MENDÈS FRANCE, 59800 LILLE

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40 & 52 BIS RUE DE BÉTHUNE, 59000 LILLE

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