

EUREKA SERIES

2021 Edition

Edited on 22 April 2021

RULES & REGULATIONS

1. Introduction

EUREKA SERIES – hereby referred to as “the programme” or “the training programme” – is a training programme initiated and organised by SERIES MANIA (Association du Festival international des séries de Lille / Hauts-de-France) in partnership with LA FEMIS (Ecole Nationale Supérieure des Métiers de l’Image et du Son).

EUREKA SERIES is one of the training programmes carried out by the SERIES MANIA INSTITUTE. The SERIES MANIA INSTITUTE is an initiative created by SERIES MANIA to **reinforce the training of European professionals working in the television sector**, with three main objectives:

- Create a European creative network to encourage the sharing of knowledge and creative emulation across borders
- Remove barriers between television professions, to unite writers, directors, producers and broadcasters around a common work culture, in order to improve the flow of the creative process and respond to an increase in production volume
- Open up the industry to more diverse profiles, allowing more representation in the stories that are told and in who is telling them.

EUREKA SERIES is a **14-week full-time training programme** targeting **television drama series writers and producers from all over Europe**. EUREKA SERIES takes place in Lille, in the Hauts-de-France region.

Through lectures, masterclasses, case studies and practical workshops on transnational series, its aim is to **strengthen the common language between European series writers and producers and increase their knowledge of the great diversity of production ecosystems on the continent**, from a financial, regulatory and cultural perspective. This will facilitate future cross-border collaborations and inspire them to transform their local working methods. It will also help them to understand the challenges faced by other television drama professionals: directors, commissioners, actors, international buyers and sellers, etc.

Objectives:

- Acquire a common language amongst writers and producers on television serial dramaturgy
- Master the principles of how the European and international television series ecosystems operate
- Participate in writing workshops in order to master the creative process of collaborating writing
- Ascertain the challenges of European television series financing from both a macro-and micro-economic point of view

- Manage the artistic direction of a European television series project
- Acquire the skills to pitch and sell a European television series to investors (co-producers, broadcasters, streaming platforms, etc).

To ensure fair representation of the diversity of European series experts and professionals, SERIES MANIA and LA FEMIS have decided to associate selected schools and institutions with EUREKA SERIES, referred to as “founding partners”. Each of EUREKA SERIES’ founding partners has acquired a high degree of expertise in series-focused training programmes and developed a network of experts and professionals in the field of television drama.

2. General description of the process

12 (twelve) participants (writers and producers) will be selected to take part in the 14-week programme.

Once selected, the participants will constitute several **working groups**. Each working group will contain writer-producer duos and each duo will work on 1 (one) original European series project throughout the course of EUREKA SERIES.

In Lille, during the first 12 (twelve) weeks of EUREKA SERIES, the 12 (twelve) selected participants will take part in 4 (four) distinct types of pedagogical modules focused on television drama series: **lectures, masterclasses, case studies** and **practical workshops** on their respective European series projects.

- Each **lecture** will consist of a theoretical class on a specific aspect of television series writing and production, using pre-existing television series as teaching examples.
- The participants will meet experienced international television series professionals during **masterclasses** organised on site and via videoconference.
- Each **case study** will analyse a specific television series from the past 10 (ten) years with its artistic team (writer(s), producer(s), director(s), etc.)
- During each **workshop**, the participants will be given study documents related to the creation and production process of television series (bibles, moodboards, scripts, budget sheets, etc.)

During the last 2 (two) weeks of EUREKA SERIES, the working groups will work on creative packages for their respective European series projects. At the end of this process, the projects will be pitched to a **final jury**.

The final jury will comprise experienced television professionals (writers, producers, commissioners, etc.) and will assess the relevance, artistic value, European co-production potential and originality of the participants’ series projects developed during the training programme.

The final jury must give feedback to all participants after the pitching session.

3. Schedule

The timeframe of the EUREKA SERIES 2021 edition will be structured as follows:

- **22/03/2021:** Launch of the call for applications.
- **22/03/2021 – 04/06/2021** (11 weeks): Time period for applications.
- **07/06/2021 – 15/06/2021:** Pre-selection of 30 applicants (maximum).
- **15/06/2021:** Official results are sent to pre-selected applicants and published on the SERIES MANIA INSTITUTE website. All pre-selected applicants are asked to post a short video presentation on the Eureka Series private online community. The group will remain open for the entire duration of the submission process. Its goal is to allow for a fast and effective dialogue to find partners for future working groups.
- **21/06/2021 – 24/06/2021:** Online video interviews with pre-selected applicants.
- **25/06/2021:** Final selection results are sent to the 12 selected participants.
- **June 2021:** According to their personal financial resources, the 12 selected participants can request bursaries. SERIES MANIA will analyse each request and connect participants with regional, national and international sources of financial support.
- **30/08/2021 – 01/09/2021:** Optional attendance at Series Mania Forum
- **06/09/2021 – 10/12/2021:** EUREKA SERIES lectures, masterclasses, case studies and practical workshops in Lille and the Hauts-de-France region.

All selected participants must be available and physically present for the entire duration of the EUREKA SERIES training programme. Any absence without approval may result in the expulsion of the participant.

Since the COVID-19 pandemic may affect the schedule and nature of the training programme, the organisers of EUREKA SERIES commit themselves to informing the selected participants of any changes to the process described in these Rules & Regulations.

4. Language

The common working language of the programme is English: this means that all written and spoken materials, at all steps of the process, must be in English.

The final European series projects can be multilingual, in any European language, although all materials produced throughout the course of EUREKA SERIES must be in English for pedagogical reasons.

5. Participation fees

The tuition fee of EUREKA SERIES is **3,500€ per participant.**

SERIES MANIA and LA FEMIS urge all candidates **to anticipate further costs that are not included in the tuition fees:**

- Travel from the participant's place of residence to Lille, Hauts-de-France (return journey)
- Accommodation in Lille (SERIES MANIA will provide all participants with local options)
- Daily expenses (restaurants, snacks, etc.)

Bursaries are available for candidates in financial need.

All applicants are also encouraged to seek financial support with their national/regional funding bodies.

6. Application rules

Applications must be submitted in accordance with the rules below and within the specified dates.

Applications must be made by **individual writer / producer candidates.**

To qualify for selection, applications must be made online on the dedicated website page: <https://seriesmania.com/institute/en/eureka-series/call-for-applications/>. No submission by email, post or any other means will be accepted.

All applications are **free of charge.**

Submission to EUREKA SERIES will be open for applications **on March 22, 2021.**

The application deadline is Friday, June 4 at midnight (CET).

If you have special circumstances and requirements, such as a disability, please let us know so that we can discuss your access needs.

6.1 Eligibility criteria

In order to be eligible, candidates must be 18 years or above and be a citizen of one of the following countries: **Austria, Belarus, Belgium, Bulgaria, Croatia, Republic of Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Moldova, the Netherlands, Norway, Poland, Portugal, Romania, Russia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Ukraine or the United Kingdom.** Places may be more limited for citizens of countries outside the European Union.

The organisers of Eureka Series, including staff of SERIES MANIA, LA FEMIS and founding partners who are directly involved in the coordination of Eureka Series, are not able to apply.

Individual applications can be made by:

- Writers with at least 1 (one) writing credit on a broadcast television series or an online drama series or a short film or a feature film. This credit may either be professional or gained during training.
- Producers with at least 1 (one) producing credit on a broadcast television series or an online drama series or a short film or a feature film. This credit may either be professional or gained during training.

The programme is aimed at **emerging TV series professionals**, including, but not limited to, **alumni of European film and television schools**.

Applications made on behalf of production companies, distribution companies, broadcasters, platforms, etc. will not be accepted.

6.2 Conditions and Requirements for Applying for Eureka Series

SERIES MANIA and LA FEMIS will decide on an **imposed theme** for this edition of EUREKA SERIES. **The imposed theme will be made public upon the launch of the call for applications, Monday, March 22, 2021.**

Writer applicants (not producer applicants) **must submit an original European series project based on the imposed theme in their applications.** The submitted series projects must meet the following requirements:

- Category: **television series only** (television movies, feature films etc. will not be accepted)
- Number of episodes: between 6 (minimum) to 10 episodes (maximum)
- Length: between 30 and 60 minutes per episode
- Genre: drama or comedy series (animation and documentary will not be accepted)

Only original concepts for first seasons will be accepted. Adaptations from books will not be accepted. Remakes from foreign or domestic series, seasons 2 or returning shows will not be accepted.

The European dimension of the series project, whether in its themes, shooting language, locations and the co-production possibilities it offers between European countries, will be decisive.

Candidates who wish to apply to participate in Eureka Series must:

- Meet the eligibility criteria and the threshold conditions for submission¹
- Complete the online registration form:
<https://seriesmania.com/institute/en/eureka-series/call-for-applications/>

¹ Please refer to section **6.1 Eligibility Criteria** of this document

- Provide the following documents:

Writer applicants must provide:

- A **pre-bible** presenting the main features of a series based on the imposed theme, i.e. a short synopsis of the series, details about its characters, the envisaged filming language(s), an expanded synopsis for the whole season, and a note of intention (max. 5 pages).
- Either a **link** to previous work as a writer (broadcast television series or an online drama series or a short film or a feature film) or a **sample script**.
- A **covering letter** explaining how the writer applicant would benefit from EUREKA SERIES (max. 1 page).
- A completed online form, which also specifies the writer applicant's **financing capability and need**, and their **accommodation request in Lille**.
- A **CV** stating the writer applicant's professional experience.
- A copy of the writer applicant's **national ID or passport**.

Producer applicants must provide:

- A **written document** on **two pre-existing television drama series** (from the past 10 (ten) years that deal with the imposed theme: one European series (NOT from your country of origin) and one non-European series. The document for each series is divided into two parts and the whole document should be no more than 4 pages.
 - **Production research**: Please answer the following questions in your research. What is the series' country of origin? What is its logline? Who are the creators, writers, producers and broadcaster(s)? What was the series' production budget? What was its target audience? How well was it received? (max. 1 page per series)
 - **Creative analysis**: Please analyse the pilot episode of your chosen series from a dramaturgical point of view, answering the following questions. What is the synopsis of the pilot? What is the genre? What is the theme? What is the tone? How are the main characters and storylines introduced? What is the main conflict? What is the structure of the pilot? (max. 1 page per series)
- A link to previous work as a producer (broadcast television series or an online drama series or a short film or a feature film).
- A **cover letter** explaining how the individual producer applicant could benefit from EUREKA SERIES (max. 1 page).
- A completed online application form, which also specifies the producer applicant's **financing capability and need**, and their **accommodation request in Lille**.
- A **CV** presenting the producer applicant's professional experience.
- A copy of the producer applicant's **national ID or passport**.

7. Selection process

All written applications that meet the eligibility criteria will be reviewed by the EUREKA SERIES selection committee between June 7, 2021 and June 15, 2021.

The results of the official selection will be announced by e-mail to pre-selected applicants on **June 15, 2021**. The list of pre-selected participants will also be published on the SERIES MANIA INSTITUTE's official website.

7.1 Online community

All applicants must bear in mind that the purpose of EUREKA SERIES is to create international working groups of participants on European co-production projects throughout the training programme.

To facilitate the constitution of these working groups during the first weeks of EUREKA SERIES, **all applicants must introduce themselves via short videos (4 minutes maximum) and post them on the official, private online community of EUREKA SERIES²**. The video can be shot on a mobile phone.

Each video must be shot in English and include the following elements, in this order:

- **Full name and country of origin**
- **Short and informal oral presentation of their series project** (for writer applicants)
- **Short and informal presentation of their favourite series and genres** (for producer applicants)
- **The reason(s) why the applicant is applying for EUREKA SERIES**, i.e. what they expect to achieve from the training programme.

The private, online community will be open from June 15, 2021 to June 20, 2021, so all pre-selected applicants can post their presentation videos and watch videos posted by other pre-selected applicants. It will be run and moderated by the SERIES MANIA INSTITUTE team.

7.2 Online video interviews

Pre-selected applicants will have a **30-minute online video interview with the EUREKA SERIES selection committee on June 21, 23, 23 and 24, 2021**. Upon pre-selection, applicants will be contacted individually by the SERIES MANIA INSTITUTE team to confirm the time of their online video interview.

During their online video interview with the EUREKA SERIES selection committee, applicants will be asked to elaborate upon their application, to tell the committee about their professional experience, and **to discuss series projects initiated by other pre-selected writer candidates**. This will help to form the working groups during the first part of EUREKA SERIES.

The final results will be sent to the 12 selected participants on June 25, 2021 and published on the online community.

7.3 Selection committee

Written applications will be examined by SERIES MANIA and LA FEMIS.

² The private online community will be created upon the announcement of pre-selected applicants, and the link to access it will be sent to pre-selected applicants.

The video interviews with preselected applicants will be conducted by SERIES MANIA and LA FEMIS, as well as 1 (one) series professionals.

7.4 Selection criteria

The selection committee will take the following criteria into consideration :

- The applicant's professional experience
- The relevance and artistic value of the series (for writer applicants)
- The European co-production potential of the series project (for writer applicants)
- The originality of the series project compared to other series already available in the international market (for writer applicants)
- The applicant's openness to collaboration
- The applicant's knowledge of the international series industry (for producers applicants)

The selection committee will strive for diversity of genre (crime, period drama, comedy, etc.) among the selected participants' projects, as well as diversity of representation of the applicants themselves (race, gender, etc.).

The selection committee reserves the right not to choose any of the applications submitted or to cancel the programme, if no suitable proposals are found according to these rules and regulations, or at its discretion.

8. Intellectual Property

Applicants must own all rights to the submitted project. No option, agreement or contract with a broadcaster or platform may be signed during the application process and throughout the entire duration of EUREKA SERIES.

Once the EUREKA SERIES programme has started and the working groups have been formed, participants will sign an agreement to allow others to work on their project, whilst under the guidance of EUREKA SERIES' professors and experts.

In the event of a copyright dispute, the parties of these agreements shall proceed to a discussion with an arbitrator to be agreed upon by all parties.

9. Public health context

Due to the COVID-19 pandemic, international travel between European countries may be disrupted in 2021. In this rapidly evolving health context and depending on the decisions made by French and European authorities, the organisers of EUREKA SERIES reserve the right to suspend, cancel or change

the activities offered to participants. The organisers commit themselves to informing participants of any changes to the schedule and/or activities of EUREKA SERIES.

Likewise, participants facing personal or professional issues in the current health context are required to contact the organisers immediately and inform them of any restrictions to travel and/or participate in the EUREKA SERIES training programme.

10. Confidentiality and communication

All documents and information supplied through the application process are strictly confidential and will not be published for any reason.

A one-page document of the final projects will be printed on a leaflet and distributed to the final jury. A list of the 12 (twelve) selected participants and their final projects may be used for communication purposes and published online and in the press.

If a series developed during EUREKA SERIES is produced and broadcast, participants will be required to publicise the involvement of the SERIES MANIA INSTITUTE in the credits, using the logo provided by SERIES MANIA.

11. Contact

For further information, please contact the Eureka Series team at smi@seriesmania.com.