

EUREKA SERIES

Autumn/Winter 2022 Edition

Edited on 2 June 2022

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. SERIES MANIA INSTITUTE is an initiative created by SERIES MANIA to **train European writers and producers of television drama series**, 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 **10-week 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, with two weeks of remote learning in the middle of the course.

The programme is divided into 3 parts:

- Part I: Serial Dramaturgy, European Markets & Concepts Definition
- Part II: Online Work & Case Studies
- Part III: Written Documents, Deals & Distribution

Through lectures, masterclasses, case studies and workshops on group series projects developed during the programme, its aim is to **strengthen the common language between TV series professionals** 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 television professionals on 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 collaborative writing (*for writer participants*)
- Ascertain the challenges of European television series financing from both a macro-and micro-economic point of view
- Acquire the skills to pitch and sell a European television series to investors (co-producers, broadcasters, streaming platforms, etc.) (*for writer participants*)

To ensure fair representation of the diversity of European series experts and professionals, SERIES MANIA INSTITUTE 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

Up to 20 (twenty) participants – 12-15 writer and a maximum of 5 producer participants – will be selected to take part in the 10-week programme.

Once selected, the participants will constitute several **working groups**. Each group will work on original European series projects to be developed throughout the course of EUREKA SERIES.

In Lille, during the introductory seminar, the first 4 (four) weeks and the last 4 (four) weeks of EUREKA SERIES, the selected writer participants will take part in **lectures**, **masterclasses** and **practical workshops** on their respective group 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.
- 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.)

The selected producer participants will only attend the introductory seminar and the first week of lectures in Lille.

During the fifth and sixth week of EUREKA SERIES, all participants will attend remote, online sessions. These will include professional mentoring, case studies and work on group series projects. Each case study will analyse a specific television series from the past 10 (ten) years with its artistic team (writer(s), creator(s), producer(s), director(s), etc.).

Writer participants will be back in Lille for the last 4 (four) weeks of the programme (weeks seven, eight, nine and ten) to take part in lectures, masterclasses and practical workshops on their respective group European series projects.

Producer participants will be back in Lille for the last 2 (two) weeks of the programme, to attend the lectures and masterclasses of weeks nine and ten.

During the last week (week ten) of EUREKA SERIES, the writer participants will learn how to pitch their projects and the producer participants will learn how to finance television series in Europe. This will culminate in a final presentation in front of an audience of industry professionals, including Series Mania Institute's partners and sponsors. Participants will have the opportunity to present themselves and writer participants will pitch their group projects.

3. Schedule

The timeframe of the EUREKA SERIES AUTUMN/WINTER 2022 edition will be structured as follows:

- **09/05/2022:** Launch of the call for applications
- **09/05/2022 – 17/06/2022** (6 weeks): Time period for applications
- **18/06/2022 – 24/06/2022:** Pre-selection of 30 applicants (maximum)
- **24/06/2022:** 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 duration of the submission process. Its goal is to allow for fast and effective dialogue, for participants to find partners for future working groups.
- **29/06/2022:** Deadline for posting videos on the Eureka Series private online community
- **05/07/2022 – 06/07/2022:** Online video interviews with pre-selected applicants
- **07/07/2022:** Final selection results are sent to the selected participants
- **July – August 2022:** According to their personal financial resources, the selected participants can request bursaries. SERIES MANIA INSTITUTE will analyse each request and, if relevant, connect participants with sources of financial support.
- **30/09/2022 – 28/10/2022:** EUREKA SERIES introductory seminar, lectures, masterclasses, and practical workshops in Lille
- **31/10/2022 – 11/11/2022:** EUREKA SERIES remote sessions of mentoring, case studies and group writing
- **14/11/2022 – 09/12/2022:** EUREKA SERIES lectures, workshops and masterclasses in Lille, and final presentation for invited industry audience

All selected writer participants must be available and physically present for the introductory seminar, the first four weeks and the last four weeks of the EUREKA SERIES training programme, and all selected producer participants must be available and physically present for the introductory

seminar, the first week and the last two weeks 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 **€3000 (including taxes) per writer participant and €1000 per producer participant.**

SERIES MANIA INSTITUTE 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 INSTITUTE will provide all participants with local options)
- Daily expenses (restaurants, snacks, etc.)

Candidates are not chosen on the basis of their financial resources. **Bursaries for tuition fees are available for candidates in financial need.** Our criteria for bursaries are as follows:

- Bursaries are **means-tested**: we analyse all applicants' financial income from the last two years. Each applicant must provide supporting documentation.
- Priority is given to **applicants from low capacity countries.**
- Candidate's ability **to seek financial aid from their regional and national 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 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 9 May 2022**.

The application deadline is 17 June 2022 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: **Albania, Austria, Belarus, Belgium, Bosnia and Herzegovina, Bulgaria, Croatia, Republic of Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Kosovo, Latvia, Lithuania, Luxembourg, Malta, Moldova, Montenegro, the Netherlands, North Macedonia, Norway, Poland, Portugal, Romania, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Turkey, 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.

Applications can be made by writers and producers **with a strong professional interest in television series and an example of previous work**. The latter can be a sample script or produced work (a television series, an online drama series, a short film or a feature film).

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

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 in English:
 - A personal **analysis** of a European TV series from the past 10 years, explaining why the participant would have liked to participate in the writing (*for writer applicants*) or production (*for producer applicants*) of the series on the show (max 1 page)
 - Either a **link** to previous work as a writer and/or producer (broadcast television series or an online drama series or a short film or a feature film) or an extract from a **sample script** (*for writer participants*) (5 pages minimum, 10 pages maximum – if scripts are sent of more than 5 pages, the selection committee will only read the first 10 pages)
 - A **covering letter** explaining how the applicant would benefit from EUREKA SERIES (max. 1 page)
 - A completed online form, which also specifies the applicant's **financing capability and need**, and their **accommodation request in Lille**
 - A **CV** stating the applicant's professional experience
 - A copy of the applicant's **national ID or passport**
 - A **headshot**.

7. Selection process

All written applications that meet the eligibility criteria will be reviewed by the EUREKA SERIES selection committee, which includes representatives from SERIES MANIA and LA FEMIS, between **18 June and 24 June 2022**.

The results of the official selection will be announced by e-mail to pre-selected applicants on **24 June 2022**.

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 series 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 (3 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 presentation of their favourite series and genres**
- **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 24 June 2022, so that all pre-selected applicants can post their presentation videos and watch videos posted by other pre-selected applicants. It will be run

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.

and moderated by the SERIES MANIA INSTITUTE team. The deadline for posting presentation videos is **29 June 2022**.

7.2 Online video interviews

Pre-selected applicants will have a **30-minute online video interview with the EUREKA SERIES selection committee on 5 and 6 July 2022**. 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.

The final results will be sent to the selected participants on 7 July 2022 and published on the SERIES MANIA INSTITUTE website and the online community.

7.3 Selection committee

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

The video interviews with preselected applicants will be conducted by SERIES MANIA INSTITUTE and LA FEMIS.

7.4 Selection criteria

The selection committee will take the following criteria into consideration:

- The applicant's professional experience
- The applicant's openness to collaboration
- The applicant's knowledge of the European series industry

The selection committee will strive for diversity of representation amongst applicants (ethnicity, 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.

Any applicant who wishes to develop a personal, pre-conceived series project will be automatically re-directed to other, project-based programmes of Series Mania Institute.

8. Intellectual Property

Once the EUREKA SERIES programme has started and the working groups have been formed, participants will sign an agreement to collaborate on series projects, 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 2022. 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 list of the selected participants 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 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.