



## APOLLO SERIES

From October 2025 to March 2026

Edited on April 18, 2025

### RULES & REGULATIONS

#### 1. Introduction

APOLLO SERIES – hereby referred to as “the program” – is a program initiated and organized by SERIES MANIA (Association du Festival international des séries de Lille / Hauts-de-France).

SERIES MANIA INSTITUTE is an initiative created by SERIES MANIA to **train series professionals**, with three main objectives:

- Sharing European expertise to create a network of cooperation between professionals across the continent
- Decentralizing the TV series industry to fluidify the creative process and respond to increasing production volumes
- Opening up the sector to diverse backgrounds and origins to enable all talent to access TV and creative professions

#### 2. General description of the program

APOLLO SERIES is one of the programs carried out by SERIES MANIA INSTITUTE in partnership with MIA | Mercato Internazionale Audiovisivo and Göteborg Film Festival's TV Drama Vision.

This program aims at helping **European producers** strengthen their series projects by mastering the legal, financial, and artistic aspects of European co-productions, while offering access to key industry events. It will take place over three sessions:

- The first session in Rome (Italy) at **MIA | Mercato Internazionale Audiovisivo**
- The second session in Gothenburg (Sweden) at **Göteborg Film Festival's TV Drama Vision**
- The final session in Lille (France) at **Series Mania Forum**

The amount of participants per edition is between a minimum of 8 and a maximum of 10.

#### 3. Schedule

The timeframe of this edition of APOLLO SERIES will be structured as follows:

- **April 29 - June 30 at 10am:** Call for applications
- **July 16:** Selection announcement
- **End of September:** Introductory online meeting (Precise date to be confirmed)
- **October 6-9, 2025:** First session at MIA | Mercato Internazionale Audiovisivo in Rome (Italy)
- **Early december:** Online meeting with mentors (Precise date to be confirmed)
- **January 25-28, 2026:** Second session at Göteborg Film Festival's TV Drama Vision (Sweden)
- **February:** Online meeting with mentors (Precise date to be confirmed)



- **March 24-26, 2026:** Third and last session at Series Mania Forum in Lille (France)

**All selected participants must be available and physically present at the dates and places mentioned previously.** Any unauthorized absence may result in expulsion.

#### **4. Language**

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

#### **5. Application rules**

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

To qualify for selection, applications must be made online on the dedicated website page before the deadline specified.

No submission by email, post or any other means will be accepted.

All applications are **free of charge**.

Applications must be made by **individual candidates**.

SERIES MANIA INSTITUTE is committed to inclusion by promoting a policy of accessibility for people with disabilities. Candidates are invited to contact SERIES MANIA INSTITUTE to find out about accessibility on site and the adapted teaching processes already implemented or that may be implemented as part of APOLLO SERIES.

##### **5.1 Eligibility criteria**

The program is aimed at **European producers carrying a fiction series project with European co-production potential**.

The program is designed for producers with experience and expertise in their national production industry but who are new players in the European co-production landscape. Eligible applicants must have a proven track record, whether in fiction, documentary, or feature films. It is not intended for students or companies without prior production experience.

Selection will be based on live action, fictional series projects. Each project must involve at least two European countries OR feature two main characters speaking different European languages.

Series projects adapted from existing IP (books, video games, etc.) are accepted on condition that the participant can prove that they hold the audio-visual adaptation rights to this IP.

In order to be eligible, candidates must be over 18 years old or above and hold nationality or a long-term residence permit from one of the following countries: **Albania, Andorra, 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, Liechtenstein, Lithuania, Luxembourg, Malta, Moldova, Monaco, Montenegro, the Netherlands, North Macedonia, Norway, Poland, Portugal, Romania, San Marino, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Turkey, Ukraine or the United Kingdom**. Places may be more limited for applicants of countries outside the European Union.



The organizers of APOLLO SERIES, including staff of SERIES MANIA and founding partners who are directly involved in the coordination of APOLLO SERIES, are not able to apply.

### 5.2 Conditions and Requirements

Applicants who wish to apply to participate in APOLLO SERIES must:

- Meet the eligibility criteria and the threshold conditions for submission<sup>1</sup>
- Complete the online registration form
- Provide the following documents in English:
  - A **pitch document** as described [on our website](#)
  - A **cover letter**
  - **Filmography/biography** of the producers and the headwriter if applicable
  - **Provisional financing plan**
  - **LOC of broadcasters** involved (if any)

The documents submitted as part of the application process are strictly confidential and will not be published under any circumstances.

## 6. Selection process

All written applications that meet the eligibility criteria will be reviewed by the APOLLO SERIES selection committee.

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 program, if no suitable proposals are found according to these rules and regulations, or at its discretion.

The selection committee will choose up to 10 participants for this edition of APOLLO Series and make a short waiting list in case of withdrawal from selected applicants.

**The final selection results will be sent on July 16, 2025.**

The candidate receives an email informing whether the application has been selected or not. This email informs the selected candidate of the grant that may be awarded by SERIES MANIA INSTITUTE and contains the agreement and the internal regulations. To validate the participation, the candidate must return these two documents signed within the time limit indicated in the email.

The participant undertakes to sign the agreement and the internal regulations within the time limit specified in the email, failing which the participant will be considered to have withdrawn and the place may be reallocated.

The signature will be carried out by means of the Docusign platform, the participant and SERIES MANIA INSTITUTE declaring that the electronic version of the agreement and the internal regulations

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<sup>1</sup> Please refer to section **5.1 Eligibility Criteria** of this document



constitute the original of the documents and are perfectly valid between them and constitute literal proof within the meaning of article 1367 of the civil code.

Following this signature, the participant will be registered for the program in question.

## **7. Compliance by the participant with the internal rules**

SERIES MANIA INSTITUTE has drawn up internal rules applicable to participants, which determine the main measures in terms of health, safety in the establishment and discipline.

The internal rules set out the sanctions that may be decided following an action by the participant considered to be at fault, whether or not this measure is likely to affect the immediate presence of the participant in the program or to jeopardise the continuity of the program received.

Any decision to definitively exclude a participant from the program made in application of the internal regulations will automatically terminate the contract, no formalities being required. The price of the program will remain due and will be paid immediately and in full to SERIES MANIA INSTITUTE.

## **8. Participation fees**

The tuition fee of APOLLO SERIES is **4 900€ (excluding taxes) per participant**.

This cost includes the registration fee for the program, accreditations for MIA Market 2025, TV Drama Vision 2026 and Series Mania Forum 2026, accommodation in Rome from October 4 to 7 (4 nights), Gothenburg from January 24 to 27 (4 nights) & Lille from March 23 to 26 (3 nights).

It does not include the cost of transport to Rome, Gothenburg and Lille and daily expenses during the program, which are the responsibility of the PARTICIPANT.

PARTICIPANTS may apply for funding from funding agencies.

SERIES MANIA INSTITUTE grants partial bursaries of up to 2 500€ per person to a limited number of PARTICIPANTS, with priority given to applications from European low capacity countries, within the limits of the financial envelope allocated for this purpose. This assistance does not constitute a right.

### **8.1 Payment by the participant (non-funded program)**

The pedagogical cost of the program will be invoiced as follows:

- 30% of the total amount on expiry of the withdrawal period,
- The balance as the training course progresses.

In the event that the participant's employer is responsible for payment, invoices will be sent directly to the employer.

### **8.2 Payment by a financier (financed program)**

In the event of payment by a funding organization or a third-party organization, it is the participant's responsibility to apply to the appropriate organization before the start of the program and to send SERIES MANIA INSTITUTE the financing agreement.



The participation to the program will be invoiced to the financier at the end of the program.

In the event of partial payment by the financier, the difference will be billed directly to the participant.

If SERIES MANIA INSTITUTE does not receive the agreement from the financier by the first day of program, the full cost will be invoiced to the PARTICIPANT, who undertakes to pay it.

In the event of non-payment by the financier, for whatever reason, the invoice becomes payable by the PARTICIPANT, who undertakes to pay it.

## **9. Modification – suspension - postponement**

SERIES MANIA INSTITUTE reserves the right to modify the content of the program as advertised on its website, in particular according to current events, the availability of experts or the dynamics of the group. It will ensure that the overall quality remains equivalent to the initial description.

In the event of a speaker's absence, SERIES MANIA INSTITUTE undertakes to inform participants as soon as possible. Depending on the circumstances, postponements or recuperation in face-to-face or distance learning will be proposed, unless SERIES MANIA INSTITUTE prefers to modify the content of the program.

SERIES MANIA INSTITUTE makes every effort to organize face-to-face sessions when they are scheduled, but may prefer remote sessions in situations, even not constituting force majeure, which may affect the presence of participants or experts, which the participant expressly accepts.

No modification or postponement of the program by SERIES MANIA INSTITUTE, for any reason whatsoever, may give rise to compensation for the participant.

The participant has no right to interrupt, suspend or postpone the program.

## **10. Cancellation by the participant**

The PARTICIPANT may cancel the participation without charge or compensation by exercising his right of withdrawal within 10 days of the signing of the agreement by DocuSign. The PARTICIPANT must inform SERIES MANIA INSTITUTE of his decision to withdraw before the expiration of this period.

After this withdrawal period, any PARTICIPANT, whether financed or not, who notifies SERIES MANIA INSTITUTE of his withdrawal:

- at least thirty (30) days before the start date of the program will be reimbursed the total amount paid to SERIES MANIA INSTITUTE for the said program,
- between 7 and 29 days before the start of the program, SERIES MANIA INSTITUTE will be charged 70% of the cost of the program, less any amounts already paid by the PARTICIPANT for the said program.
- less than 7 days before the start of the program, will owe SERIES MANIA INSTITUTE a sum corresponding to 100% of the cost of the program.



If, as a result of duly recognized force majeure, the PARTICIPANT is prevented from attending the program, he may terminate the contract. In this case, only the services actually provided will be remunerated in proportion to their value.

## **11. Cancellation by Series Mania Institute**

In the event that the number of PARTICIPANTS does not reach the required minimum, i.e. 8, before the date set for the start of the program, SERIES MANIA INSTITUTE may, at its discretion, postpone or cancel the program.

PARTICIPANTS who have already paid the deposit and/or training fees will be reimbursed within thirty (30) days of SERIES MANIA INSTITUTE's notification of the cancellation or postponement. If the PARTICIPANT accepts the postponement, he may ask SERIES MANIA INSTITUTE to retain the sums already paid, which will be deducted from the amount due for the postponed program.

SERIES MANIA INSTITUTE reserves the right to cancel the program, in which case the PARTICIPANTS will be reimbursed for the sums they have actually paid in proportion to the duration of the program actually attended, without this cancellation giving rise to any compensation.

## **12. Termination clause**

The contract may be terminated in the event of a breach by one of the parties of its obligations, namely in the event of a breach:

- By the participant in its obligations provided for in articles 7/, 8.1/, 8.2/ and 14/ of these general conditions;
- By SERIES MANIA INSTITUTE of its obligations to organize the program with all the care and skill at its disposal and within the framework of an obligation of means;

The termination will take effect 15 days after the sending of a formal notice by email with a request for acknowledgement of receipt or delivered by hand inviting the defaulting party to remedy its breach, if this breach has not been fully remedied within the time limit. In the event of termination of the contract for failure by the participant to fulfil its obligations, the price of the program will remain due and will be paid immediately and in full to SERIES MANIA INSTITUTE.

## **13. Liability**

SERIES MANIA INSTITUTE may in no case be held responsible for the inadequacy of the program to the participant's needs.

SERIES MANIA INSTITUTE is bound by an obligation of means within the framework of the organization and delivery of the program. It will make its best efforts to ensure reliable operation in the case of distance learning.

The civil liability of SERIES MANIA INSTITUTE may only be incurred in the event that a causal link is established between the alleged loss and a fault on the part of the latter.



Under no circumstances may SERIES MANIA INSTITUTE be held liable for indirect damage such as loss of data, file(s), operating loss, commercial loss, loss of earnings, damage to image and reputation.

In any case, the PARTICIPANT accepts that, whatever the grounds of his complaint and the procedure followed to implement it, the possible responsibility of SERIES MANIA INSTITUTE will be limited to an amount not exceeding the total sum effectively paid by the participant.

## **14. Intellectual Property**

14.1/ SERIES MANIA INSTITUTE is the sole holder of the intellectual property rights to the program, its course and its architecture.

14.2/ The PARTICIPANT is granted a personal, non-transferable and non-exclusive right to use the materials accessible on the learning platform, within the exclusive framework of the program.

Any other use by the PARTICIPANT is strictly forbidden. Thus, any reproduction, in whole or in part, adaptation, modification, translation, representation and, more generally, any use by the PARTICIPANT that is not authorized in these General Conditions of the materials is prohibited and liable to prosecution. In particular, the PARTICIPANT undertakes not to distribute the materials made available as part of the program.

## **15. 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.

The purpose of the program is to encourage participants to discuss their projects with other participants and with the experts in a confidential, long-term setting.

At the end of the program, each participant undertakes to respect the utmost confidentiality regarding any information brought to his or her knowledge about the projects of other participant, without any time limit.

## **16. Contact**

For further information, please contact the APOLLO SERIES team at [smi@seriesmania.com](mailto:smi@seriesmania.com)