

SERIESMAKERS – RULES AND REGULATIONS

PREAMBLE

SERIESMAKERS – hereby also referred to as the ‘Program’ – is a TV series development program initiated and conducted jointly by Series Mania & BETA Group which focuses on feature film directors who venture into the world of scripted TV series.

SERIESMAKERS will allow ten selected teams with an idea for a scripted TV series to participate in a tailor-made training program focused on developing a full pitch deck. Experienced directors, showrunners, writers, and producers will guide new series creatives in online workshops. Additionally, the development process will be supported by mentors on a weekly basis.

The objective is to support talents working on a new scripted TV series. The awarded team will be presented at the Series Mania Forum 2026.

1. THE PROGRAM

This Program targets teams consisting of two creatives, either a director and a producer or a director and a writer (see eligibility of teams pursuant to clause 6.1).

The selected teams will participate in two 2-day online workshops over the period of four months. The workshops consist of masterclasses lectured by international industry professionals such as writers, producers, broadcasters, showrunners, etc. In addition, the development process will be supported by mentors.

The Program’s next and main step is to create a full pitch deck for each selected project including a logline, synopsis, characters’ development, season’s outline, creator’s note, tone and style.

Out of all selected teams, a jury will award one team with an invitation at the Series Mania Forum 2026, where they will have the opportunity to present the project to the industry’s most important decision-makers, broadcasters, platforms, co-producers, and financiers.

2. EQUAL OPPORTUNITY

SERIESMAKERS recognizes the benefits of a diverse workforce and is committed to providing a creative environment that is free from discrimination. The Program will

seek to promote the principles of equality and diversity and encourages creatives of all nations, genders, disabilities, sexual orientations, religions, or beliefs to apply.

3. SCHEDULE

The schedule for the current Program is as follows:

- Opening of the call for applications- Thursday 17/07/2025
- Deadline for applications - Monday 01/09/2025
- Announcement of results - End of October 2025
- Workshop 1 - November 26-27
- Workshop 2 - January 21-22
- Deadline to deliver pitch decks - early February 2026

All selected teams must be generally available for the two workshops as well as for bi-weekly meetings with their mentors in between the workshops and development work (see section 11 for further details). The Award Project shall remain available also for Series Mania 2025.

The schedule above may be subject to change.

4. LANGUAGE

The communication language of the Program is English. Therefore, all materials during all steps of the Program are required to be provided in English language. Translation costs, if any, are not borne by the Program.

The language of the submitted project can be written and produced in English or any other language.

5. FEES

In case of selection, each duo will have to pay a **2700€ (excl. VAT) tuition fee***, i.e 1350€ for each participant. We kindly remind that the program is designed for duos only.

This includes:

- Full pedagogical online program (2 x 2-days) with top-notch speakers in November 2025 and January 2026 at the above-mentioned dates.
- A follow-up made by experienced mentors during the workshops and on a weekly basis in between

- One Series Mania Forum accreditation (value of 460€) for one participant of the duo

**We encourage participants to apply for financial support from their national/regional funding bodies.*

The Award Project will be invited to Series Mania Forum 2026 which includes coverage of expenses for accommodation and transport in Lille for two nights and accreditations for Series Mania Forum giving access to all Forum and festival activities (conferences, premieres, pitching sessions, networking events, etc.).

6. SUBMISSION

Submission to SERIESMAKERS to be made via the [Program's website only](#).

6.1 Eligibility of teams

The criteria for the teams' eligibility are the following:

- Consisting of two creatives, either a director and a producer or a director and a writer who want to create a series.
- The directors are required to have **min. one feature film (min. 75 minutes, fiction only)** screened at an official film festival and/or commercially released in theatres (proof must be provided in the Application Form, i.e. invitation letter from the respective festival, IMDb website, or festival website with the relevant information).
- Directors may apply with one project only, whereas writers and producers may apply with one or more projects.
- The participants must be committed to creating a scripted TV series. If selected, all participants are obliged to sign a written approval of commitment to the Program (see section 11).

6.2 Project requirements

The requirements for submitted projects are the following:

- Category scripted TV series based upon an original idea or **secured** underlying property.
- **First season** only.
- Number of episodes: min. 4 episodes, max. 12 episodes.
- Length: min. 30 minutes, max. 60 minutes per episode.

- Genres: All genres, e.g., drama, comedy, period, crime, sci-fi, except for kids/young adults.
- Development stage: early stage.
- Exclusivity: the project is not and will not be submitted to any other program, workshop, training initiative, market event or funding institution during the Program. Further, neither the project nor any derivative project (such as a prequel, sequel, spin-off and remake) have been submitted to a previous edition of the Program.
- Disclosure: all partners and talent already attached to the project as well as the participation in any program, workshop, training initiative market event or funding institution need to be fully disclosed in the Application Form.
- Ownership: controlling of rights into the submitted project by participants pursuant to section 9.

6.3 Applicants requirements

Applicants must meet the following criteria:

- Submission only as a team (no separate submissions by the participants) pursuant to the eligibility criteria pursuant to clause 6.1.
- Fill in the [online Application Form](#) for submission.
- Upload all required documents including but not limited to a short pitch deck of the series (in English language and max. 10 pages total) consisting of logline (max 2 sentences) and synopsis, characters, story arch, creators' note, tone and style, filmographies of applicants; visuals are optional and are included in the 10 pages.
- Please consider the mandatory formatting: A4, Calibri, 12 pt, 1.15 line spacing, margins min. 2.0 cm all sides.

Incomplete applications may not be considered.

Neither Series Mania nor BETA Group nor HFF will be responsible for any costs related to the submission (translation, graphic design, etc).

7. SELECTION PROCESS

7.1 Selection committee

All submissions meeting the criteria in section 6 will be reviewed by the SERIESMAKERS selection committee.

The selection committee will further strive for diversity of genre (crime, period drama, comedy, etc) and characters among the submitted projects.

Decisions by the selection committee are final.

8. PARTICIPATION AND CONFIRMATION

The Program requires all selected participants to sign a written approval of commitment with SERIES MANIA within seven (7) days from notification of the selected participants, which includes but is not limited to a commitment stating the general availability to participate in the workshops and the ongoing development of the projects for a duration of up to 4 months. For further clarity, the availability applies to each selected participant.

If the commitment should not be signed within such seven (7) days period, participation in the current Program will no longer be possible.

9. CREDITS

SERIESMAKERS will be credited in the on-screen credits in all completed series developed under the Program as follows: *“This series was developed within the SERIESMAKERS program 2026.”* The logo of SERIESMAKERS will be provided to the participants and shall be included in the credits with size, placement, and single/shared card being no less favorable than applied to any other program or grant.

The selected participants whose projects should not get awarded but picked up by a third party agree to pass on the aforementioned credit obligation to such third party.

10. CONTACT

For technical assistance and further inquiries please contact the Series Mania team at seriesmakers@seriesmania.com.

Rules and Regulations may be subject to change.