



SERIES MANIA'S LILLE DIALOGUES ANNOUNCES GUESTS OF HONOR

Lille Dialogues set for August 31 as part of Series Mania Forum

LILLE & PARIS, FRANCE – July 26, 2021 –Mr. Rodolphe Belmer, President of Series Mania, and Ms. Laurence Herszberg, founder and general director, announced today the guests of honor for the 2021 Lille Dialogues set for August 31. This one-day summit brings together European lawmakers and international TV industry leaders to encourage joint reflection on the challenges facing the industry and to promote international cooperation. The event is organized in partnership with the Ministry of Culture, the CNC, and the European Commission.

“This year’s theme is ‘the audiovisual industry at the heart of European recovery’. The Lille Dialogues is a space for discussion and propositions that aim to support the international TV industry. Our goal with the Lille Dialogues is to promote a Europe of culture that fosters pluralism, diversity, and social cohesion,” commented Herszberg.

The day includes a rich program of conferences and keynotes:

- *The audiovisual sector: a strategic ambition for the single market?*
Thierry Breton, European Commissioner for Internal Market
- *Viaplay: The strategy of a European streaming leader*
Anders Jensen, President & CEO, Nordic Entertainment Group, Sweden
- *Banijay: What is the strategy of the largest international content producer?*
Stéphane Courbit, President, Banijay, France
Marco Bassetti, CEO, Banijay, France
- *Group TF1, a private broadcaster supporting creativity*
Gilles Pélisson, Chairman & CEO, TF1 Group, France
- *Keynote Disney+*
Jan Koeppen, President EMEA, The Walt Disney Company, United States
- *How to build national champions in a globalized market?*
Nicolas de Tavernost, Chairman of the Executive Board & CEO, M6 Groupe, France
- *Connecting European audiences to compelling content*
Priya Dogra, President, WarnerMedia EMEA & Asia (excluding China), United-Kingdom

Christina Sulebakk, General Manager, HBO Max EMEA, Denmark

- *What future for TV? Linear broadcasters tackling the transformation of the industry*
Delphine Ernotte, President, European Broadcasting Union & CEO, France Télévisions, France
Hanna Stjärne, CEO, SVT, Sweden
Jan Mojto, CEO, Beta Film, Germany
- *How to make the digital transition an opportunity for European content?*
Bruno Patino, President, ARTE, France
Superna Kalle, President, International Digital Networks, Starz, United States
Olivier Jollet, SVP and General Manager of Pluto TV, ViacomCBS Networks International, United States

Closing the day will be remarks by the French Minister of Culture, Roselyne Bachelot, and the European Ministers of Culture attending the event, including Bénédicte Linard (Vice-President of the French-speaking Community and Minister for Childhood, Health, Culture, Media and Women's Rights, Government Fédération Wallonie-Bruxelles, Belgium).

For additional information on Lille Dialogues, please visit: <https://seriesmania.com/les-dialogues-de-lille/en/>

ABOUT SERIES MANIA

Based in Lille since 2018, Series Mania - Lille / Hauts-de-France has become the biggest event dedicated uniquely to television series in Europe. Its festival offers exclusive world premieres of the greatest international series on the big screen, giving its audience - up to 72,000 spectators - 9 days of discoveries, parties, and masterclasses with some of the most renowned personalities in the series world.

At the same time, Series Mania welcomes 3,000 international professionals from the television industry at Series Mania Forum and Lille Dialogues summit. Two key events for networking and business are now extended online with the creation in 2020 of Series Mania Digital Forum.

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