



SERIES MANIA ANNOUNCES THREE NEW PARTNERS FOR ITS SERIES MANIA INSTITUTE

**Partners include Newen as founding partner, as well as
France Télévisions and Entreprises et Cités**

newen

france•tv

entreprisesetCités



**MEL MÉTROPOLÉ
EUROPÉENNE DE LILLE**

**Région
Hauts-de-France**

PARIS & LILLE, FRANCE – August 30, 2021 – As a part of a presentation delivered today during the start of the Series Mania Forum, Rodolphe Belmer, President of Series Mania, Laurence Herszberg, founder and general director of Series Mania, and Pierre Ziemniak, project manager of the Series Mania Institute, announced that in addition to the previously declared support by Lille European Metropolis (MEL), the Hauts-de-France Region and the CNC, the Series Mania Institute, a new initiative devoted entirely to training the makers of tomorrow's European TV series, has finalized deals with three new partners. First is Newen, one of Europe's leading producers and distributors of audiovisual content, who has come onboard as a founding partner and will assist with the training programmes that are offered by the institute. Also coming onboard are France Télévisions, the French national public television broadcaster, and Entreprises et Cités, a key partner of regional economic players. The Series Mania Institute is also delivered in partnership with some of the leading European schools, including La Fémis and Sciences Po Lille.

“Since its creation, Series Mania has positioned itself as a true talent scout for new creators and to be the incubator for developing tomorrow's European network of creative talent from a diversity of backgrounds and origins. Our mission with the Series Mania Institute is to reinforce the training of European professionals in the field of series and audiovisual content, including scriptwriters, directors, producers, and broadcasters, to have them develop a cohesive working culture,” commented Herszberg. “Newen, France Télévisions and Entreprises et Cités are the perfect partners for us, and we could not be prouder than to be making this announcement today.”

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SERIES MANIA INSTITUTE – THREE NEW PARTNERS 2-2-2-2-2

"Newen is very proud to become a partner of the Series Mania Institute to support European talents of tomorrow's TV series. This partnership is totally in line with the group's strategy to expand European projects and put creation at the heart of its ambition," added Romain Bessi, managing director.

ABOUT NEWEN

Newen, a subsidiary of the TF1 group, is a major player in audiovisual production and distribution in Europe. The group has a multi-genre catalogue that fits diversified client demands from all around the world. Since 2017, Newen has grown internationally with the acquisition of companies such as Tuvalu and Pupkin (Netherlands), Nimbus (Denmark), De Mensen (Belgium), Reel One (Canada, United States and United Kingdom), Ringside, Fictionhouse, Slate Entertainment, Further South Productions (United Kingdom) and iZen (Spain). With its international distribution arm, Newen Connect, and the integration of TF1 Studio in 2020, the Newen group has a catalog of 6,000 hours and more than 1,000 films.

<https://www.newenstudios.com>

ABOUT FRANCE TÉLÉVISIONS

About France Télévisions

France Télévisions is the leading French audiovisual group in terms of audience (28.8% audience share in the 4+ age group and in 2020) and includes:

- 1 france.tv video platform and a full range of thematic digital services (info, youth, sports, culture, education, overseas)
- 4 national television channels: France 2, France 3, France 4, France 5
- 1 global continuous news media on all outlets: France info
- 2 networks: 24 regional branches in metropolitan France (France 3) and 9 global media tv / radio / web overseas (the 1st)

France Télévisions occupies a predominate place in the French audiovisual landscape: more than 9 out of 10 French people watch France Télévisions every month, on all screens.

France Télévisions in pictures, it's here | More information: francetelevisions.fr

<https://www.france.tv>

ABOUT ENTREPRISES ET CITÉS

An entrepreneurial network and a unique service platform, ENTREPRISES & CITES is one of the largest entrepreneurial and employer campuses in France. Entreprises et Cités brings together, in the Lille Metropolitan area, nearly 3,500 employees in a dozen structures. It leads a network of influence comprising more than 25 clubs, associations and employers' organizations. It is a committed actor through a Territorial Endowment Fund created in 2016.

<https://www.entreprises-et-cites.com/>

SERIES MANIA INSTITUTE – THREE NEW PARTNERS
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ABOUT SERIES MANIA INSTITUTE

<https://seriesmania.com/forum/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.

<https://seriesmania.com/en/>

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