



**SERIES MANIA FORUM EXPANDS ITS COMMITMENT FOR WOMEN WITH TWO
NEW INITIATIVES SPECIFICALLY TARGETED FOR WOMEN
AT THIS YEAR'S EVENT**

**New initiatives include “Woman in Series Award” and EPI’s “Series’ Women”
which follow the previously launched “Women in the Industry Photo Shoot”**

**Christina Sulebakk, GM of HBO Max EMEA, recipient of first
“Woman in Series Award”**

LILLE & PARIS, FRANCE – August 24, 2021 – With Series Mania set to start Thursday, Laurence Herszberg, founder and general director of Series Mania (August 26 – September 2), and Francesco Capurro, director of Series Mania Forum (August 30 – September 1), today announced two new initiatives targeted specifically for women which will be implemented for the first time at this year’s event. Leading the two initiatives is the first annual “Woman in Series Award,” in association with European Women’s Audiovisual Network (EWA Network) and Pour Les Femmes Dans Les Médias (PFDM), which will be given to a remarkable woman from the audiovisual industry to honor her vision and leadership. The recipient this year will be Christina Sulebakk, GM of HBO Max EMEA.

Sulebakk was appointed GM, HBO Max EMEA in January 2021 and is responsible for existing HBO streaming services in Europe (HBO Nordic, HBO España, HBO Portugal and HBO Go in Central Eastern Europe) and for the launch of HBO Max in the region in 2021 and its future expansion. Sulebakk has been at WarnerMedia for almost ten years, after joining in 2012 to launch and establish HBO Nordic, HBO’s first streaming service outside of the US. During her time at the company, Christina has played a transformational role, pivoting its Central European business into streaming, launching HBO España in 2016, HBO Portugal in 2019 and most recently developing the go-to market strategy for HBO Max in Latin America.

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Next up is “Series’ Women,” the first career enhancement program for female producers in the European drama series industry. Initiated by the Erich Pommer Institut (EPI), one of the leading providers of professional training for the German and European media industry, it strives to increase the visibility of female producers and female-driven projects and tackle underrepresentation in the industry.

In the initial edition of “Series’ Women,” the program offers its 20 participants training in visibility and leadership, fosters access to industry markets and supports the building of professional networks. In addition to live online workshops and access to EPI’s innovative online courses, the program stands out by providing curated mentoring, individual pitching training as well as exclusive pitching and networking opportunities at Series Mania Forum 2021.

Additionally, the “Women in the Industry Photo Shoot,” which was implemented in 2018 for all female participants, will once again take place this year at 5:30pm on Monday, August 30th on the steps of the Lille Grand Palais.

“Creating, developing and implementing these initiatives in order to highlight and value the work of women within our industry is something that is incredibly close to my heart,” commented Herszberg. “I could not be prouder than to present Christina with our first ‘Woman in Series Award’ as she epitomizes that of a remarkable leader with true vision. And I have no doubt that the ‘Series’ Women’ program will be a first-class event aimed to increase the visibility of female producers and projects.”

ABOUT SERIES MANIA

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

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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.

SERIES MANIA – TWO NEW WOMEN INITIATIVES
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