



SERIES MANIA ANNOUNCES DATES FOR 2022 EVENTS AND PROVIDES COMPLETE LIST OF FINAL NUMBERS FOR ITS 2021 EVENT

PARIS & LILLE, FRANCE – September 9, 2021 – On the heels of a successful Series Mania which ended last week, Ms. Laurence Herszberg, founder and general director of Series Mania, announced today the dates for the 2022 edition of Series Mania which will once again be held in Lille, France. The Series Mania Festival will be held from March 18-25 with the Series Mania Forum set for March 22-24. The Lille Dialogues, one one-day summit which bring together European lawmakers and international TV industry leaders to encourage joint reflection on the challenges facing the industry and to promote international cooperation, will be held March 24.

“As we close the doors to this fantastic 2021 edition, we warmly thank the public and the professionals who came in large numbers here, but also want to salute the tremendous welcome from the city of Lille and the unwavering support of the Hauts-de-France Region, a territory committed to the audiovisual sector,” commented Herszberg. “We are delighted to be announcing our new dates for 2022 and look forward to returning to the month of March which is the perfect timeframe for Series Mania.”

“In terms of our final numbers, I am proud to note that they reflect our desire to make Series Mania a leading event of the audiovisual industry. This edition brought together more than 54,000 participants for the Festival, and 2,500 accredited persons for the Forum. The Lille Dialogues welcomed four Ministers of Culture, a European Commissioner, and key executives from many of today’s leading entertainment companies. We are so proud of this recent edition and are already planning for 2022.”

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SERIES MANIA – DATES FOR 2022

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SERIES MANIA FINAL NUMBERS:

REPORT 2021 - the figures:

> SERIES MANIA

+ than 54,000 spectators

more than 20,000 participants excluding screenings (workshops, Village festival by Crédit Mutuel, etc.)

> SERIES MANIA FORUM

2,500 accredited persons including 400 online

66 countries represented

+ 40 pitched series projects

> SERIES MANIA DIGITAL

more than 55,000 visits

300,000 views

> SOCIAL NETWORKS

10,000,000 people reached by the #SeriesMania

179,000 interactions with the publications #SeriesMania

> PRESS

more than 350 accredited journalists

20 countries represented

> TEAM

100 employees

300 volunteers, aged 13 to 67

SCREENING ROOM AND REPLAYS:

Accredited professionals will be able to access the professional digital platform on: forum.seriesmaniadigital.com

The screening room of Series Mania Forum (with the Festival Selection and the Forum Exclusives) will be available until September 18. Replay of all panels, conferences, keynotes, pitching sessions will be available until the end of the year, ie. December 31st, 2021.

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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SERIES MANIA – DATES FOR 2022

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