



INTERNATIONAL
FESTIVAL
LILLE
HAUTS-DE-FRANCE

**SERIES MANIA’S LILLE DIALOGUES, SET FOR MARCH 23,
ANNOUNCES AMBASSADOR, KEYNOTES, AND PANEL DISCUSSIONS**

**James Farrell, Head of Local Originals for Prime Video,
just added as Keynote Speaker**

In presence of the French Minister of Culture, Rima Abdul Malak



LILLE & PARIS, FRANCE – February 24, 2023 – Laurence Herszberg, founder and general director, announces today **the prestigious line-up of guests and speakers to attend the 2023 Lille Dialogues set for March 23**. 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.

“With the theme for 2023, ‘Shaping the Future with the Audiovisual Sector’, the program will be forward-looking and resolutely optimistic. Reflecting on the upheavals that have affected our world in recent years, the day will aim to imagine a new tomorrow while inequalities continue to grow, and environmental and societal crises follow one another with increasing intensity. The Lille Dialogues offer an opportunity to explore the possible levers for continuing to make us dream, while contributing to the construction of a more responsible, collaborative, and caring society,” comments Herszberg.

The 2023 edition will feature panel discussions, plus several keynotes delivered by top industry executives, exploring the crucial role of creativity in the international audiovisual industry.

The day includes a rich program including:

- **AMBASSADOR FOR THE 2023 EDITION**

For the first time since inception, an Ambassador for the Lille Dialogues has been appointed. Cyril Dion, French Writer, Director, Poet and Environmental Activist will be in Lille to take part in the Opening Session. With Magali Payen - also founder of the activist movement On Est Prêt and President of Imagine 2050-, they launched Newtopia at the 2022 Cannes Film Festival. Together, they will address to the Series industries the importance to change the narratives in order to meet the ecological challenges we face.

- **KEYNOTES**

- . **KEYNOTE HBO - How HBO And HBO Max Are Diving Into The Future: In Conversation With Casey Bloys**

Casey Bloys, Chairman and CEO, HBO and HBO Max Content

- . **KEYNOTE SKY STUDIOS - Building A Thriving Home For European Creativity With Cécile Frot-Coutaz**

Cécile Frot Coutaz, CEO, Sky Studios

- . **KEYNOTE FRANCE TELEVISIONS - The future and ambition of public service broadcasting, at the heart of the European creative pact: In Conversation With Delphine Ernotte Cunci**

Delphine Ernotte Cunci, CEO, France Télévisions

- . **KEYNOTE TF1 - Building The Group Strategy On Editorial Ambition, New Models And Engagement: In Conversation With Rodolphe Belmer**

Rodolphe Belmer, CEO, TF1 Group

- . **KEYNOTE PRIME VIDEO - How hyper-local stories and programming are loved by audiences globally as well as locally: In Conversation With James Farrell**

James Farrell, Head of Local Originals, Prime Video

- . **KEYNOTE BETA GROUP - European Stories Made In Europe: In Conversation With Jan Mojto**

Jan Mojto, CEO, Beta Film

- **PANEL DISCUSSIONS**

- . **OPENING SESSION - Why We Must Win The Battle Of Narratives**

- . **AUDIOVISUAL COMPANIES & SUSTAINABILITY: What Strategies To Amplify Our Echo?**

- . **WHICH TOOLS TO BETTER TAKE INTO ACCOUNT THE IMPACT OF OUR PRODUCTIONS?**

- . **STORIES THAT CHANGE THE WORLD: HOW TO TELL DESIRABLE FUTURES?**

Among the speakers confirmed on the panels:

Susan Newman-Baudais, Executive Director, Eurimages

Lisa Perrin, Managing Director International Productions, ITV Studios

Marcus Ammon, Managing Director Content, Bavaria Fiction

Ingvild Daae, CEO, Monster

David Donoghue, Chairperson, Screen Ireland

Frank Doelger, Executive Producer, Showrunner, Intaglio Films

Donna Sharpe, Writer / Creator

Derek Wax, Managing Director, Wild Mercury Productions

Dr. Tilly Collins, Deputy Director, Centre for Environmental Policy - Imperial College London

For more information on the Lille Dialogues, and find out more panels and speakers, please visit: <https://seriesmania.com/forum/en/les-dialogues-de-lille-3/>

In addition to the Lille Dialogues, the Series Mania Forum will bring together key figures from the series industry for 3 days of sessions & panel discussions including : **Marco Nobili**, Executive Vice President and International General Manager for Paramount+; **Cameron Dillavou**, International Chief Marketing Officer, Paramount+; **Ron Leshem**, Executive Producer (Euphoria); **Patrick McManus**, Showrunner, Dr. Death season 1, Executive Producer, The Girl From Plainville; **Cathy Payne**, CEO, Banijay Rights; **Louise Pedersen**, CEO, All3Media International and more.

Please find here the list of confirmed speakers: <https://seriesmania.com/forum/en/invite/>

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 70,000 spectators - 8 days of discoveries, parties, and masterclasses with some of the most renowned personalities in the series world. At the same time, Series Mania welcomes 3,300 professionals from over 64 countries at Series Mania Forum including the anticipated Lille Dialogues summit. Two key events for networking and business are now extended online with the creation in 2020 of Series Mania Digital. In 2021, Series Mania launched Series Mania Institute, a training program for students and industry professionals. The association is thus extending its action to support the creation of series in Europe.

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

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