



**JENNIFER MULLIN AND ANDREA SCROSATI
ANNOUNCED AS SPEAKERS
AS PART OF A FREMANTLE KEYNOTE AT SERIES MANIA FORUM 2026**



12 December 2025, Lille, France – Series Mania and Fremantle today announced that **Jennifer Mullin**, Group CEO, and **Andrea Scrosati**, Group COO and CEO Continental Europe at Fremantle, will participate in a **special Fremantle keynote session at Series Mania Forum 2026**. The exclusive discussion is set for Wednesday, March 25th.

As a leading global creator, producer and distributor of some of the world's most successful content across Entertainment, Drama & Film, and Documentaries, Jennifer Mullin and Andrea Scrosati will discuss the strategic objectives shaping the future of storytelling and offer an insight into how Fremantle, the global content powerhouse, is redefining what it means to create, distribute, and monetize premium multi-genre IP.

As **Fremantle celebrates its 25th year in 2026**, Jennifer Mullin and Andrea Scrosati will reflect on 25 years of Fremantle's creative storytelling and innovation.

Importantly, they will outline future growth plans across Fremantle's global footprint, its content pillars, and its businesses in France, Europe, US and beyond.

The Fremantle Keynote will form part of the official Series Mania industry programme in Lille.

Jennifer Mullin, Group CEO, Fremantle, said: "Series Mania is one of the most important festivals in the global television calendar, and we are honored to return in a year that marks a major milestone for Fremantle. This will be moment to reflect on how the industry continues to evolve, and how Fremantle has continually adapted, grown and innovated. Along with Andrea, we will reflect on our journey to date and share our vision for the future."

Laurence Herszberg, Founder and General Director of Series Mania, commented: "We are honored to welcome Jennifer Mullin and Andrea Scrosati to our event, where they will share the strategy behind one of the most creative and prolific global media groups, delivering premium content to audiences worldwide for the past 25 years. Their vision and insights will be invaluable for our attendees."

Francesco Capurro, Director, Series Mania Forum, added: “The Forum further establishes itself as the must-attend spring event for TV series professionals, bringing together A-list speakers, top buyers, leading producers and creatives from around the globe. This keynote session will undoubtedly be one of the highlights of the event.”

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About Fremantle:

Fremantle is a leading global creator, producer and distributor of some of the world's most successful content across Entertainment, Drama & Film, and Documentaries.

Amplifying local stories on a global scale, Fremantle produces and delivers premium, multi-genre IP across the 28 territories it has a presence in. Fremantle is a proudly independent group of content creators, and home to some of the biggest entertainment formats, compelling international dramas, award-winning films and high-quality documentaries.

From Got Talent to My Brilliant Friend, Family Feud to Poor Things, Mussolini: Son of the Century to It's Never Over, Jeff Buckley, Too Hot To Handle to Big Mood, Maxton Hall to Idols, and Maria to The Zelensky Story, our focus is simple – Fremantle creates and delivers irresistible entertainment.

Fremantle also represents world-leading digital and branded entertainment, with more than 550 million fans and 390 billion views for its standout content across all platforms. Fremantle's Global Channels unit consists of more than 20 FAST channels worldwide, including BUZZR, Rig TV, and Baywatch.

Fremantle is part of RTL Group, a global leader across broadcast, streaming, content and digital, itself a division of the international media, services, and education company Bertelsmann.

For more information, please visit www.fremantle.com, follow Fremantle on Twitter [@FremantleHQ](https://twitter.com/FremantleHQ) and Instagram [@fremantle](https://www.instagram.com/fremantle) or visit Fremantle's [LinkedIn](#) page.

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 – over 108,000 spectators - 7 days of discoveries, parties, and masterclasses with some of the most renowned personalities in the series world.

At the same time, Series Mania welcomes 5,000 professionals from over 75 countries, 84 exhibitors, 25 international delegations 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. For more information: <https://seriesmania.com/en/>