

SERIES



24 → 26 MARCH 2026

MANIA

FORUM

**FROM CREATION TO
INTERNATIONAL DISTRIBUTION**

POCKET GUIDE

PARTENAIRES PROFESSIONNELS | PROFESSIONAL PARTNERS

PARTENAIRES INSTITUTIONNELS | INSTITUTIONAL PARTNERS



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LIEUX PARTENAIRES | PARTNER VENUES



DÉLÉGATIONS OFFICIELLES | OFFICIAL DELEGATIONS



FOREWORD

For over a decade, Series Mania Forum has been a key hub for the development and international distribution of series.

This year, more than 5,000 professionals from 75 countries will gather in a fragile context shaped by mergers, restructurings and geopolitical tensions. At a time when international collaboration is essential, the Forum offers a unique platform to connect, share perspectives, and shape new strategies to strengthen the global circulation of series.

We will welcome official delegations from 27 countries from Europe and beyond, for example representatives from South Africa, Brazil, Canada, Japan, Taiwan, Singapore and Korea, which will be the first "Country of Honor" of Series Mania Forum.

The Forum's program is designed to foster creation, facilitate co-production,

accelerate distribution, encourage financing and, above all, bring together all the key players for three days to drive change and foster collaboration.

The Forum is also a dynamic marketplace for content acquisition, through its Buyers Upfront and Coming Next sessions, which showcases series from the world's leading markets.

We look forward to welcoming you back to Lille, the place "Where Series Begin!".

LAURENCE HERSZBERG

GENERAL DIRECTOR OF SERIES MANIA

FRANCESCO CAPURRO

DIRECTOR OF SERIES MANIA FORUM



PRE OPENING

MONDAY 23 MARCH

BETA BRUNCH

12:45 – 14:30
by invitation only at the CCI

A brunch followed by a presentation by BETA

BUYERS UPFRONT

14:30 – 17:45
by invitation only at the CCI
An invitation-only event for buyers, showcasing exclusive excerpts from 10 eagerly awaited series.

WELCOME DRINKS

18:00 – 20:00
by invitation only at the CCI
in partnership with Unifrance

BUYERS UPFRONT OFFICIAL DINNER

20:30
by invitation only at Hôtel l'Hermitage Gantois
in partnership with Samuel Kissous and Pernel Media



| | GRAND THÉÂTRE | THÉÂTRE LOUIS PASTEUR | THÉÂTRE MARIE CURIE |
|-------|---|---|---|
| 09:15 | | | |
| 10:00 | Opening remarks Co-Pro Pitching Session 1/2 | Key trends in TV and VOD Markets <i>in partnership with the EAO</i> | |
| 11:00 | | A Year in Series <i>by Ampere Analysis</i> | |
| 12:00 | Co-Pro Pitching Session 2/2 | A Glance at Local Hits with International Potential <i>by Glance</i> | Women & Representation in the AI / Microdrama Age: The return of stereotypes ? |
| 13:00 | | | |
| 14:00 | Masterclass: Hugo Blick, Creator of California Avenue | Coming Next from France <i>organized by Unifrance</i> | Producing for Less – Without losing quality. Anyone ? |
| 15:00 | Prime Video Showcase | | |
| 16:00 | Keynote: Sarah Aubrey, Head of Original Programming, HBO Max | Coming Next from Spain <i>organized by Audiovisual from Spain</i> | Writers Campus Pitch <i>by Series Mania Institute</i> |
| 17:00 | | | |

| CONFERENCE ROOMS |
|---|
| 11:30–12:15 3.5 + 3.6 A new generation of tools for series development <i>by Le Groupe Ouest</i> |
| 12:00–13:00 3.2 Coming Next from The Nordics: Finland, Norway and Sweden <i>organized by APFI, NFI and Swedish Institute</i> |
| 14:00–15:00 3.1 Coming Next from Japan <i>organized by BEAJ and EOA</i> |
| 14:30–15:00 3.2 AuthenticA - African Series Pitch |
| 14:30–15:30 3.5 + 3.6 Canada's Producers to Watch <i>by Telefilm Canada</i> |
| 14:30–15:30 2.3 + 2.4 Green Production That Pays Off: Sustainability as a Funding Lever <i>by ECOPROD</i> |

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|--|
| 15:15–16:00 3.1 Creative Nurture and Responsibility in Destructive Realities <i>by Sam Spiegel Film and Television School</i> |
| 15:30–17:00 3.2 Innovation Talks: Hands-on AI tools |
| 15:45–16:45 3.5 + 3.6 Coming Next from Wallonia-Brussels <i>hosted by WBIimages & RTBF</i> |
| 16:00–17:00 3.1 Sam Spiegel Series Lab Pitch <i>by Sam Spiegel Series Lab</i> |
| 17:00–18:00 3.5 + 3.6 Coming Next from Flanders <i>organized by Flanders Image</i> |

NETWORKING & EVENTS

International Horizons – Meet the Producers from Scotland, Northern Ireland & Wales
organized by TRC Media Salon Bleu | by invitation only 08:30–10:00

Coming Next from the Nordics Lunch
Salon Rouge | *by invitation only 13:00–14:30*

German Happy Hour
organized by German Films Salon Rouge | by invitation only 17:00–19:00

Canadian Series Happy Hour: Celebrating Rising Producers
organized by Ontario Creates Salon Bleu | by invitation only 17:30–19:00

Belgian Drink
by WBIimages and Flanders Image Delegates' Café | by invitation only 18:00–19:30

MEET THE SERIES MANIA INSTITUTE TEAM!

Kickstart Coffee for screenwriters
Tuesday 24th | 9:30 – 10:30
SMI Stand DH26 / Level 1

Kickstart Coffee for producers
Wednesday 25th | 9:30 – 10:30
SMI Stand DH26 / Level 1

Full detailed program DAY 1



- ▶ Pitch & IP Market
- ▶ Creative Talks
- ▶ Showcases
- ▶ Finance, Marketing & Market Intelligence
- ▶ Innovation & Digital –first storytelling

| | GRAND THÉÂTRE | THÉÂTRE LOUIS PASTEUR | THÉÂTRE MARIE CURIE |
|----|---|--|---|
| 09 | | | |
| 15 | | | |
| 30 | | | |
| 45 | | | |
| 10 | Full detailed program DAY 2 | Micro /Vertical Drama: Intro | How Can Distributors Stay Relevant When Broadcasters & Platforms Forge Alliances? |
| 15 | | Microdrama Apps: When Drama Goes Micro, Who's Winning Big? | |
| 30 | | | |
| 45 | | How to Turn Youtube into an Asset for your Series | Creation Under Pressure: Towards a Risk of (Self-) Censorship? |
| 11 | | | |
| 15 | | | |
| 30 | | | |
| 45 | | Best Marketing Initiative for Series: Celebrating Creativity in Series Promotion | Inside BBC Studios' Scripted Originals Strat. for EMEA & bey. |
| 12 | | | |
| 15 | | | |
| 30 | Keynote Angela Jain, Head of Content, Disney + EMEA | | Maximizing France's 40% Tax Rebate by Film France -CNC |
| 45 | | | |
| 13 | | | |
| 15 | | | |
| 30 | | | |
| 45 | | | |
| 14 | Keynote Monty Sarhan, CEO, SkyShowtime | Webtoon to Series: Adaptation and IP Expansion, Korea COH -Special Session | Commissioners Unplugged Club: A Straight Talk Among the Greenlighters |
| 15 | | | |
| 30 | | | |
| 45 | | | |
| 15 | Keynote Jennifer Mullin, CEO & Andrea Scrosati, COO, Fremantle | | |
| 15 | | New8: A Focus on the Upcoming Series (and the People Behind Them) | |
| 30 | | | |
| 45 | Masterclass: Showrunner R. T. Davies & Producer N. Shindler | | Series adaptation, Tracking the Scripted Giants <i>by K7 Media</i> |
| 16 | | | |
| 15 | | | |
| 30 | | Coming Next from Quebec <i>organized by SODEC (Québec créatif)</i> | New European Co-Pro Conv. for Series: What's in it for me? |
| 45 | | | |
| 17 | | | |
| 15 | | | |
| 30 | | | |

▶ Pitch & IP Market
 ▶ Creative Talks
 ▶ Showcases
▶ Finance, Marketing & Market Intelligence
 ▶ Innovation & Digital -first storytelling

| CONFERENCE | ROOMS |
|---|---|
| 9:30-10:30 3.1 Coming Next from Ireland <i>organized by Screen Ireland</i> | 12:15-13:00 3.5+3.6 Bust Up presented by ZDF Studios |
| 9:30-10:30 3.5+3.6 What's Hot From Japan <i>sponsored by NHK - Japan Broadcasting Corporation</i> | 14:00-15:00 3.1 Serial Bridges: Igniting New Co-Production Dynamics <i>Series Mania Institute with the Institut Français</i> |
| 9:30-10:00 2.3+2.4 Boulevard des Séries - La Fabrique at Series Mania <i>by Villa Albertine, the SACD, the CNC, and the Writers Guild Foundation</i> | 14:00-14:30 3.2 Generative AI and Creation: How Can We Innovate Without Dispossessing Authors? |
| 10:15-10:30 3.2 Introduction & Market Data Brief on IP Adaptations <i>by the EAO</i> | 14:00-15:30 3.5+3.6 Pictanovo Pitching Session In Partnership With FJPI (in French) <i>sponsored by Pictanovo</i> |
| 10:45-11:45 3.1 Coming Next from The Netherlands & Luxembourg <i>organized by SEE NL & Film Fund Luxembourg</i> | 15:15-16:15 3.1 Coming Next from Korea <i>organized by KOCCA</i> |
| 10:45-11:45 3.2 IP Pitch: Shoot The Book! <i>organized by the SCELf</i> | 15:15-15:45 3.2 Data Driven Storytelling: How To Write In A Community Driven Environment? |
| 11:00-12:00 3.5+3.6 Face to Face with German Talents: Serious about Series <i>organized by German Films</i> | 16:00-17:30 3.2 Innovation Talks: AI studios solutions |
| 12:00-13:00 3.1 Asia Co-Pro Pitch by TAICCA | 16:30-17:30 3.1 Missed Call Case Study: Anatomy of an International Coproduction <i>by Pernel Media</i> |
| 12:00-13:00 3.2 IP Pitch: Short Series, New Talent To Watch | 16:30-17:30 3.5+3.6 Globo Showcase: Premium Content. Global Impact. <i>organized by Globo</i> |

NETWORKING & EVENTS

Portugal meet the Producers - Networking Breakfast
organized by Portugal Film Commission
 Salon Bleu | *by invitation only*
 08:30 - 10:00

Audiovisual from Spain - Co-Pro Breakfast. Meet our producers
organized by Audiovisual from Spain
 Salon Rouge | *by invitation only*
 09:30 - 10:30

Catalonia Loves Series - Networking Lunch by Catalan Films
organized by Catalans Films
 Salon Rouge | *by invitation only*
 12:30 - 14:00

Taiwan Cocktail
organized by TAICCA
 Salon Bleu | *by invitation only*
 13:00 - 14:30

Happy Hour with the Czech Audiovisual Fund
organized by Czech Film Center
 Salon Bleu | *by invitation only*
 17:00 - 19:00

Serial Bridges Networking Cocktail
by Institut Français & Series Mania Institute
 Delegates' Café | *by invitation only*
 17:30 - 19:00

KOREA Networking Happy Hour
organized by KOCCA
 Salon Rouge | *by invitation only*
 17:30 - 19:00

DAY 3 THURSDAY MARCH 26 2026

| | |
|----|-----------------------------|
| 09 | GRAND THÉÂTRE |
| 10 | TF1 Showcase |
| 11 | |
| 12 | Arte Showcase |
| 13 | |
| 14 | |
| 15 | France Televisions Showcase |

| |
|--|
| THÉÂTRE LOUIS PASTEUR |
| Lille Dialogues: Opening Address |
| Global Audiovisual Alliances: The New Deal |
| European Audiovisual Industry in Motion: Understanding the AGORA EU Programme |
| Official Signature Ceremony of the New Council of Europe Convention |
| Strategic alliances & Ad revenues under Pressure: What's at Stake for the EU Audiovisual Sector? |

LILLE DIALOGUES

The international summit brings together political decision-makers and audiovisual industry leaders each year to discuss the sector's major strategic challenges.

2026 Theme: "The New Alliances"

OFFICIAL SIGNATURE CEREMONY
11:30-12:30
At the Théâtre Marie Curie

Signature of the new Council of Europe Convention on the Co-production of Audiovisual Works in the form of Series

The first international legal framework specifically dedicated to the independent co-production of series, for television and streaming platforms, the convention marks a significant step for the European and international audiovisual sector.

Full detailed program DAY 3



- Showcases
- Lille Dialogues
- Creative Talks

CONFERENCE ROOM 3.2

09:45-10:30
New Producers: Who's Taking a Chance on them?
in Collaboration with SPI & USPA

11:00-12:00
Coming Next from Switzerland
organized by Swiss Films

NETWORKING & EVENTS

Lille Dialogue's Official Lunch
offered by the Hauts-de-France region
Salon Rouge | by invitation only
12:00-14:00

GET-TOGETHER
organized by SRG SSR/Swiss Films
Salon Bleu | by invitation only
12:15-14:15

SERIES MANIA BY NIGHT

PARTIES & DRINKS

LATE NIGHT: WAGON EDITION
March 20 > 27 | 22:00-02:00
Wagon, 32 Place de la Gare

BUYERS UPFRONT OFFICIAL DINNER
by invitation only
March 23 | 20:30
Hôtel l'Hermitage Gantois
in partnership with Samuel Kissous and Pernel Media

WELCOME DRINKS
by Unifrance
March 23 | 18:00-20:00
CCI, Place du Théâtre

SERIES MANIA FORUM AWARDS CEREMONY
March 24 | 18:30-20:30
Casino Barrière, 777 Pont de Flandres

FROM SCREEN TO DANCEFLOOR: SERIES COMPOSERS ON THE DECKS BY SACEM
Line Up: Olivier Coursier, Yuksek, Maud Geffray
March 24 | 22:00-02:00
Wagon, 32 Place de la Gare

SERIES MANIA FORUM PARTY
March 25 | 22:00-03:00
Tripostal, 22 Av. Willy Brandt

SERIES MANIA FESTIVAL PREMIERES

At the Nouveau Siècle, 17 Place Pierre Mendès France

DEAR KILLER NANNIES
World Premiere Latin America
Disney+ / Hulu
March 23 | 20:30
E1 + E2 + E3

MAJOR PLAYERS
World Premiere, UK
Channel 4 | E1 + E2 + E3
March 25 | 16:30

DUSTFALL
World Premiere, Australia
ABC TV / BBC / ZDF | EP 1 + EP2
March 25 | 20:30

MY BROTHER
French Premiere, Sweden
SVT / DR / NRK / YLE / RUV | EP1 + EP2
March 26 | 20:30

EXHIBITORS LIST

LEVEL 1 DELEGATE'S HALL

| STANDS | DH | PRIVATE MEETING TABLES | PMT |
|------------------------------|----|-----------------------------------|---------|
| ABA - FILM in AUSTRIA | 13 | AfterShock Media | 31 |
| All3Media | 22 | Alter Ego Media - Mega TV | 22 |
| APIT - TVProd. from Portugal | 20 | Amazon MGM Studios Distrib. | 16 |
| Audiovisual from Spain | 12 | Asahi Broadcasting Corp. (ABC TV) | 19 |
| Auvergne-Rhône-Alpes Cinéma | 29 | ATRESMEDIA SALES | 35 |
| BELGIUM | 24 | Avalon | 18 |
| Brazilian Content | 04 | Bell Media | 29 |
| Canada - Telefilm Canada | 03 | Boat Rocker | 39 |
| Catalan Films | 23 | C21 | 40 |
| CNC | 19 | Cineflix Rights | 32 & 38 |
| Conseil de l'Europe - Séries | 14 | Collectivité Corse | 28 |
| Creation Africa | 08 | Czech Audiovisual Fund | 13 |
| Creative Europe Media | 16 | Encore Télévision-Distribution | 05 |
| German Films | 09 | ERT Hellenic Broadcasting Corp | 04 |
| Globo | 02 | Eurométropole de Strasbourg | 06 |
| Grand Est | 31 | European Producers Club | 33 |
| Justwatch | 33 | GLANCE | 03 |
| Korea Pavillion (KOCCA) | 25 | HA International | 36 |
| Mediacorp Pte Ltd | 05 | IDM Film & Music Commission | 37 |
| Narrative Coders | 34 | Inside Content | 24 |
| NHK Japan Broadcasting Corp. | B2 | NHK Enterprises | 01 |
| ORF-Enterprise | 13 | Portugal Film Commission | 09 |
| OneGate Media | 13 | Québécois Content | 07 |
| Pictanovo | 15 | Quizzical | 11 |
| Provence Studios | 30 | Radio-Canada | 21 |
| Québec Créatif - SODEC | 06 | Rai Com | 23 |
| Screen Ireland | 10 | Rainmaker Content | 30 |
| Series Mania Institute | 26 | SND - Groupe M6 | 10 |
| SERIES' WOMEN - Erich Pommer | 07 | Space Production | 08 |
| See NL | 11 | Sphere Abacus | 27 |
| Taiwan Pavillion | 01 | SRG SSR / Swiss Films | 02 |
| TRC Media | 28 | Studio 21 | 34 |
| True Colours | A2 | Telekom Srbija | 17 |
| Toulouse Team Filming | 32 | Storyboard Col. / Realness Inst. | 12 |
| TESIYAP | 17 | TV Tokyo | 26 |
| | | Uprise | 25 |
| | | Viaplay Content Distribution | 14 |
| | | Xotis | 15 |
| | | Yomiuri TV | 20 |

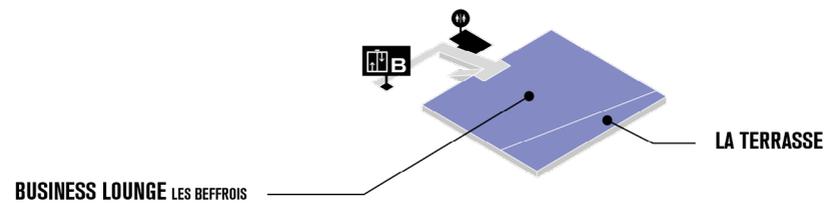
LEVEL 3 BUSINESS SQUARE

| LE SQUARE | BS |
|--------------------|----|
| Dynamic Television | 03 |
| Nippon TV | 01 |
| USPA | 02 |

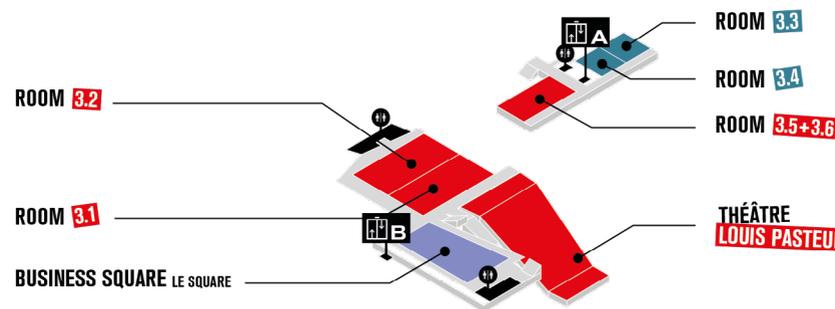
LEVEL 4 BUSINESS LOUNGE

| LES BEFFROIS | BL |
|--------------------------------|----|
| Banijay Entertainment | 23 |
| BBC Studios | 14 |
| Beta Film | 03 |
| Canada - Québec Meeting Space | 17 |
| Federation Studios | 12 |
| FOX | 21 |
| France TV Distribution | 22 |
| France TV Studio | 22 |
| Fremantle | 07 |
| Gaumont | 11 |
| Inter Medya | 09 |
| ITV Studios | 06 |
| Mediawan | 01 |
| Movistar Plus+ International | 02 |
| NFI - Norwegian Film Institute | 16 |
| Series Mania | 04 |
| SPI | 19 |
| STUDIOCANAL | 18 |
| Studio TF1 | 20 |
| The Mediapro Studio | 05 |
| UGC Series | 15 |
| Unifrance | 13 |
| ZDF Studios | 10 |

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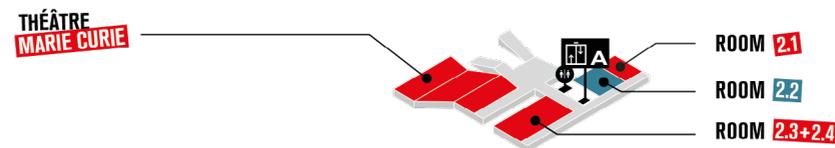


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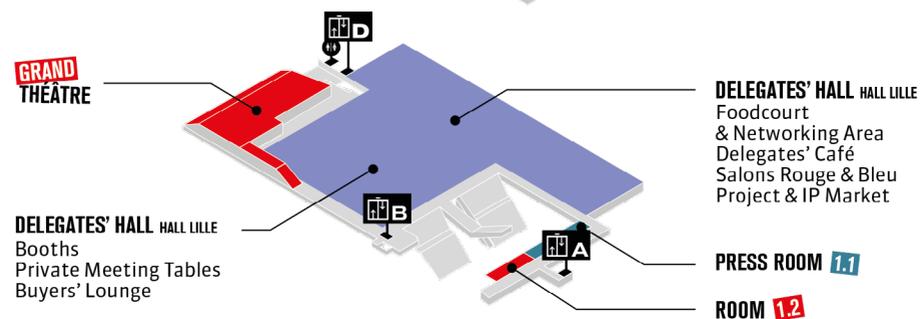


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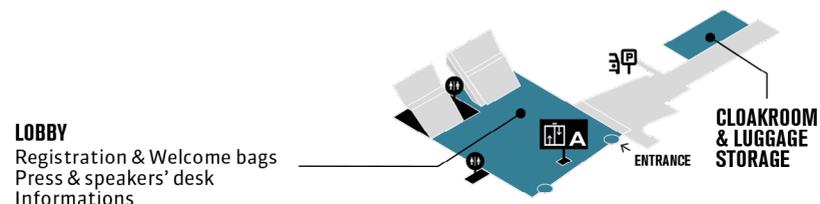
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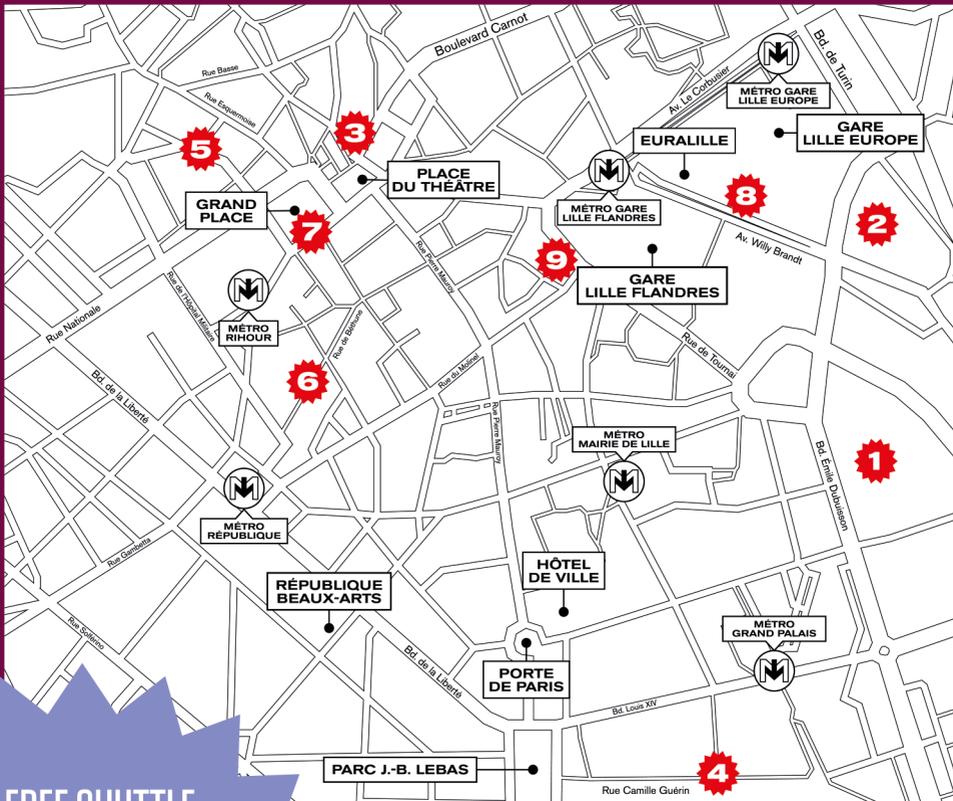
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LILLE VENUES MAP

- 1** **LILLE GRAND PALAIS**
1 Boulevard des Cités Unies
- 2** **THÉÂTRE BARRIÈRE**
777 bis Pont de Flandres
- 3** **CCI GRAND LILLE**
40 Place du Théâtre
- 4** **BAZAAR ST-SO**
292 Rue Camille Guérin

- 5** **NOUVEAU SIÈCLE**
17 Place Pierre Mendès France
- 6** **UGC**
40 Rue de Béthune
- 7** **THÉÂTRE DU NORD**
4 Place du Général de Gaulle
- 8** **VILLAGE FESTIVAL BY CRÉDIT MUTUEL**
22 Avenue Willy Brandt
- 9** **WAGON**
32 Place de la Gare



FREE SHUTTLE

Hop on a Series Mania shuttle for easy travel between Lille Grand Palais and our other venues across the city center!



Co-funded by the European Union

