



Rules governing the Pitching Sessions at Series Mania Forum

INTRODUCTION

Co-Pro Pitching Sessions take place at the Series Mania Forum in the form of the presentation of TV series in development by their producer.

Series Mania Forum runs from 25-27 March 2019 in Lille.

A selection of 15 series in development will be presented at Series Mania Forum. One project from the Drama Series Days sidebar of the Berlin Film Festival will also be included on an out-of-competition basis.

On March 25, 2019, these projects will be presented by their producers before an audience of 400 industry execs. Over the following two days (March 26 and 27, 2019), the Series Mania Forum team will organize individual meetings between those who have shown an interest in the projects and their creators.

The projects must be submitted in accordance with the rules below, and within the specified dates.

PROJECT REGISTRATION

Project submissions must respond to the selection criteria and the registration must include the documents specified below.

Submission of projects is **free**.

To qualify for submission for pre-selection, TV series projects must be submitted online on our website: www.seriesmania.com. No submissions by email, post, or any other means will be accepted.

The following documents are required for any submissions, and must be supplied before the closing date:

- A five-page project presentation (characters, plot, story arc, authors...)
- A provisional production timetable
- A financing plan
- A cover letter (Why do you want to participate in Series Mania Forum?)
- A few photos of the project (if possible)
- Pilote or episode scripts (if available)

Submissions will only be accepted in French or English. Incomplete dossiers will not be considered.

Series Mania Forum will not be responsible for any costs (for translation, postage, graphic design, etc.) incurred for the submission.

The closing date for submissions is **Wednesday, January 9 2019**.

The official selection will be announced via email to candidates in February 2019.

Representatives of projects that are not selected may request to attend the event. Submission of a project does not automatically grant the applicant with the right to participate in the event.



SELECTION

Selection criteria

Projects can only be submitted by companies (production companies, distribution companies, TV channels, etc.). Applications from individuals, such as writers, will not be accepted. Projects selected for another market cannot be accepted.

Projects must include a **minimum of four episodes**. The **length of each episode must be a minimum of 26 minutes**. The project must be for a **drama series**. Projects for documentaries or animations will not be considered.

While not compulsory, we will take into consideration:

- The support of a TV channel in the local territory, or the support of an international distributor, with proof provided in the form of an official document such as a letter of interest or development contract
- The experience of the producer in the production of TV series or the financing of international co-productions

We are also keen to ensure a selection that represents a wide diversity of geographical locations and genres.

If the main production company is not based in a country member of the MEDIA program, please explain why are you looking for an European co-production and/or co-financing partner and what is your strategy to collaborate with European companies.

The selection committee

Projects will be selected by a committee from the Series Mania festival, made up of Laurence Herszberg, Frédéric Lavigne, and Francesco Capurro, with the collaboration of Frédéric Pittoors d'Haveskercke, and a team of qualified readers that is revised every year.

Projects will be selected after obtaining a majority vote from the selection committee, and no discussion will be entered into.

THE PRIZE FOR BEST PROJECT

A development grant of €50,000 (fifty thousand euros) will be awarded to what is judged to be the best project, as chosen by an independent jury made up of TV industry executives.

The jury will watch all the project presentations and will meet at the end of the session to decide upon the winner, which will be chosen by majority vote. The jury's decision is final and no discussion will be entered into.

The grant will be given to the production company whose project is selected in two steps:

- 50% or €25,000 (twenty-five thousand euros) at the award ceremony on March 25 2019
- 50% or €25,000 (twenty-five thousand euros) upon presentation of recipes for expenditure linked to the development of the project undertaken between March 25 2019 and 31 December 2020, up to the sum of €25,000

The amount of the prize money may be modified between now and the prize-giving, without notice.

The project from the Drama Series Days sidebar of the Berlin Film festival will be included on an out-of-competition basis and is thus not legible for the award.



PARTICIPATION

Once a project is selected, at least one of its representatives (producer, writer, rights holder, etc.) must be in Lille from the morning of 24, March 2019 to the afternoon of 27, March 2019 in order to take part in rehearsals, to present the project during the Pitching Sessions, and participate in individual meetings.

The Series Mania festival will cover accommodation costs in Lille for three nights from 24-27 March 2019, for one representative of each project selected. The festival will not cover travel costs.

A coach will be in attendance to help representatives of the selected projects prepare their presentations prior to the festival. On March 24, the day before the Pitching Sessions, a technical rehearsal will be held at the Lille Grand Palais congress center. The individual meetings, which will run after the Pitching Sessions, will be organized by the team at the European Project and Talent Forum in accordance with requests from accreditees.

Individual meetings will be held on:

- March 26 from 9:00am to 1:00pm and from 2pm to 6pm
- March 27 from 9:00am to 1:00pm

The presentation of a project implies the tacit acceptance of these rules and the presence of one of the project's representatives at the event from 24 to 27 March 2019.

Project representatives must supply all materials for use during the Pitching Sessions, such as video files, photos, PowerPoint presentations, etc., and must respect all the technical specifications supplied by the European Project and Talent Forum team. The European Project and Talent Forum reserves the right to reject any element submitted after the closing date or which does not respect the technical specifications supplied.

Completed projects that featured in the Series Mania 2019 Pitching Sessions must mention having been selected for the Series Mania 2019 European Project and Talent Forum in their credits.

The Best Project prize winner must also mention the prize from the Series Mania 2019 European Project and Talent Forum, as well as the festival logo in its credits.

CONFIDENTIALITY AND MARKETING

Documents supplied with project submissions are strictly confidential and are not for publication.

The representatives of selected projects must supply information for SERIES MANIA Forum marketing purposes, such as the website, catalogs, and flyers.

A list of selected projects, which will include the title of the project, country of origin, production company, and associated TV channel or distributor, may be used for marketing purposes and published in the press.

The project catalog, including the above information, as well as provisional financial elements, will be distributed to all accredited participants at the Pitching Sessions and to certain journalists from the professional press.

I have read and I accept the rules for the Pitching Sessions at the European Project and Talent Forum. I also understand that submitting my project does not guarantee its selection, and that if I do not respect the present rules, my project may be rejected.