

SWEET STREAMS ARE MADE OF THIS



SERIENCAMP

»» CONFERENCE

14 - 16 JUNE 2023 COLOGNE

Minister für Bundes- und Europaangelegenheiten,
Internationales sowie Medien
des Landes Nordrhein-Westfalen
und Chef der Staatskanzlei



Film und Medien
Stiftung NRW



F:M:stories

Fiction Magnet's talent scouting program



a company of
ZDF (STUDIOS) **ndF:**

3 OPENING REMARKS

Dear Serienkamp visitors,

After eight successful years in Munich, I am delighted to welcome Germany's biggest series festival to Cologne.

NRW is Germany's leading TV hub with close to half of all TV productions coming from here. The latest study on production shows that the majority of programmes for streaming platforms are also being made here. This is where the leading TV broadcasters are based and where creative producers realise their series highlights and limited series. The industry will come together for the SERIENCAMP CONFERENCE to discuss the current issues affecting the market, and take part in three days of panels, roundtables and workshops. Towards the weekend, both German and world premieres will entice series fans into the cinemas.

We would like to congratulate the team, headed up by Gerhard Maier, Simone Schellmann and Malko Solf, on the successful reboot. We wish all visitors an inspiring and engaging experience and hope that series fans enjoy the new series on offer!

Yours truly,

PETRA MÜLLER
CEO of the Film- und Medienstiftung NRW



Dear makers and fans of great series,

We are pleased to support this year's SERIENCAMP CONFERENCE as a sponsor!

Like you, we develop and produce outstanding fictional and non-fictional series - from the initial idea through financing and production, to marketing. To do this, we unite production and distribution companies in Germany and Europe under the umbrella of the ZDF Studios Group. In the Group, we work closely together and place great emphasis on an inspiring and creative environment with a lot of space for ideas. We are convinced that these are the best conditions for creating extraordinary programmes!

You are probably just as excited as we are to learn about new developments and productions at the SERIENCAMP CONFERENCE. We wish you lots of fun and success networking and pitching at the conference.

Talk to us - we look forward to interesting discussions with you!

DR. MARKUS SCHÄFER
President and CEO, ZDF Studios



OPENING REMARKS 4

Dear Seriencamper! *Welcome to Seriencamp Conference!*

Every year this introduction acknowledges the tumultuous nature of an industry in constant flux. Understandably so, as the landscape has undergone a dramatic transformation since the inception of the first Seriencamp nearly nine years ago when streaming was but a distant mirage on the horizon. Since then, shows like Game of Thrones have elevated the Golden Age of TV to unprecedented heights. In less than a decade, digitalization and the race toward establishing direct-to-consumer relationships has not only led to a surge in quantity but has also reshaped the very format itself.

Yet it appears an even greater wave of transformation looms – not only within our industry but across society, the economy and the very nature of human cognition: the promise and peril of generative AI tools like ChatGPT, Midjourney, and numerous similar products. The promise lies in the ability to alleviate time-consuming aspects of tasks that many industry professionals would gladly outsource. The peril arises from the concern shared by

numerous creatives that their craft and contributions may be supplanted by algorithms. Consequently, not only will the nature of storytelling undergo a shift in quality, but the already challenging work conditions faced by freelance creatives may further suffer.

The influence of technology in recent decades, characterized by the extraction of value from the elimination of intermediaries and the emphasis on reshuffling established value chains via direct-to-consumer models, appears to be intensifying. The “big squeeze” continues – so to say. This constitutes not only a key issue within the ongoing writers’ guild strike but within society as a whole: Who will tell the stories of the future?

Whatever the answers may be, we are sure that some of them will originate here at Seriencamp Conference!

GERHARD MAIER, SIMONE SCHELLMANN
& MALKO SOLF



WARNER BROS. INTERNATIONAL TELEVISION PRODUCTION GERMANY

wishes all participants

Good Series Entertainment

and

A Successful Festival.

Welcome to Cologne!

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MAIN FUNDING PARTNER

Minister für Bundes- und Europaangelegenheiten,
Internationales sowie Medien
des Landes Nordrhein-Westfalen
und Chef der Staatskanzlei



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Stiftung NRW**

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PARTNERS



SUPPORTER



COLLABORATIVE FUTURE AWARD

8

Yamdu believes in the power of storytelling through collaboration, and the Co-Production Pitch is the perfect opportunity to bring creative minds together to present their ideas. As a proud sponsor of the Collaborative Future Award, Yamdu is supporting the event with a cash prize of €5,000, along with a Yamdu subscription worth €5,000.

SPONSORED BY



Endowed with: €10,000
Co-Production Pitch

BETASERIES AWARD

9

This year the highly advantageous “BetaSeries Award” awaits the eight participants of the writers’ vision pitch in the Story Exchange. This coveted award grants each recipient an exclusive opportunity to have their series concept professionally analyzed by BetaSeries, a renowned company specializing in evaluating the potential of television series. With a data-driven approach based on usages of their 2.8 million members of TV series fans, BetaSeries offers comprehensive insights into target audience preferences, comparables, current market trends, and even recommendations for specific commissioners, distributors, or broadcasters. Their timely and meticulous analysis ensures that writers receive valuable feedback to refine their concepts and maximize their chances of success.

SPONSORED BY



Writers’ Vision Pitch



PRETTY ORIGINAL AWARD 10

“Originality,” “innovation,” “never seen or read before”... these are all terms that serial creatives constantly consider and must keep in mind. Yet, time and again, the next crime drama gets commissioned. Nevertheless, it is essential to engage in discussions about new series concepts. That’s why, for the first time ever, a platform is being introduced at the SERIENCAMP CONFERENCE that will disrupt expectations, ignite curiosity, and leave a lasting impression! Whether it’s through the theme, the choice of narrative perspective, or perhaps the dramaturgy, the goal is to explore new boundaries. The PRETTY ORIGINAL AWARD will honor a pitch that convinces the jury by being exceptionally pretty original. This prestigious award comes with a cash prize of €2,000 and is generously sponsored by ALPHA Entertainment / TELLUX Group.

SPONSORED BY



Endowed with: €2,000
Writers’ Vision Pitch

11 BAVARIA VISIONARY AWARD

This prestigious new accolade seeks to recognize and honor the most outstanding concept for a docu-series format in development. With an unwavering commitment to documentary storytelling, Bavaria Fiction’s documentary unit, headed by Emanuel Rotstein, embraces the power of real-life narratives and innovative storytelling techniques. The “Bavaria Visionary Award” shines a spotlight on the visionary minds shaping the future of documentary television, celebrating their unique perspectives, compelling narratives, and bold approaches to the art of non-fiction storytelling. The recipient of this award will not only receive well-deserved recognition but also gain invaluable support and resources from Bavaria Fiction to bring their remarkable docu-series concept to life, including a generous cash prize of €5,000.

SPONSORED BY



Endowed with: €5,000
Docu-Series Pitch



Introducing PITCHPOOL, the online platform exclusively dedicated to series pitches in co-production, writers' vision, and documentary. Showcasing the work of talented creators and producers, it offers a diverse array of over 60 innovative projects from over 20 countries, spanning various genres and development stages. Accredited users can now explore projects, schedule meetings online or in person in Cologne, and unlock boundless opportunities. Get ready for a world of limitless potential!

PITCHPOOL



HOW TO ACCESS PITCHPOOL?

Just log in at user.seriencamp.tv and click on STORY EXCHANGE - there you will find all projects listed and contact details for all talent involved!



OPENING

14

15 MASTERCLASS

SERIENCAMP CONFERENCE opens its doors with opening remarks by Dr. Markus Schäfer, president and CEO of ZDF Studios.

Yes, we are back. After a hiatus of three years – thanks to the pandemic and some re-calibrations – **SERIENCAMP CONFERENCE** is opening its doors once again for three days of keynotes and panels, case studies and best practices, outlooks and analysis, pitches and networking. Join us for the opening of the first Cologne edition of the conference with a keynote by Dr. Markus Schäfer (ZDF Studios) and some opening remarks by Gerhard Maier (SerienCamp Conference).

OPENING

09:45 – 10:00

SPEAKER



DR. MARKUS SCHÄFER
→ President & CEO, ZDF Studios

HOST



GERHARD MAIER
→ Artistic Director, SerienCamp

Marc Smerling – The Golden Rules of Storytelling

The documentary feature **CAPTURING THE FRIEDMANS** was a hot-button topic on the question of objectivity in docu film-making; the ground-breaking HBO series **THE JINX** set off the golden era of true-crime series; the true crime podcast **CRIMETOWN** paved the way for a new wave of investigative projects. The link between these three milestones? Producer and writer Marc Smerling, whose company Truth Media set the pace for investigative stories in film, television and podcast.

Drawing from his extensive experience as a storyteller in different mediums and his unique vision of the changing media landscape in film, series and podcast, Marc Smerling shares insights with TV expert and journalist Nick Edwards.

MASTERCLASS

10:00 – 11:00

SPEAKER



MARC SMERLING
→ Executive Producer, Truth media

HOST



NICK EDWARDS
→ Journalist



INSIGHTS CASE STUDY

16

THIS IS NOT SWEDEN - How Does Comedy Travel?

Modern parenthood is a huge challenge – especially if one tries to raise a kid in perfect circumstances. This is the universal topic that underlies **THIS IS NOT SWEDEN**, a Spanish dramedy series about raising children in a suburb of Barcelona. It's a story that proves: Comedy does not only travel, it travels first class. A collaboration between Sweden, Spain and Germany, the series shows the potential of European co-productions — even for seemingly local topics.

CASE STUDY

11:20 – 12:00

SPEAKER



AINA CLODET
→ Creator, Director and Actress



DANIEL GONZALEZ
→ Co-Creator and Scriptwriter



MARTA BALDÓ
→ Executive Producer and Producer,
Funicular Films



GUNNAR CARLSSON
→ Senior Adviser, Anagram Sweden



SABINE HOLTGREVE
→ Commissioning Editor, NDR

HOST



VÍCTOR SALA
→ Festival Director, Serializados

In cooperation with Creative Europe Desk NRW



MAKE SERIES NOT WAR!



STORY EXCHANGE

What is Story Exchange?

Prepare yourself for the highly anticipated SERIENCAMP STORY EXCHANGE, where the renowned pitching sessions are set to make a big return this year. Creatives with distinct visions present their stories to an audience of industry experts. No matter your preference for documentary, fiction, or co-production, STORY EXCHANGE brings you in contact with exciting new series ideas and the talent behind them.

Engage in interactions with editors and producers at the Industry Tables or forge valuable new connections. Share ideas and explore potential collaborations that could shape the future of the industry.

Alternatively, immerse yourself in a world of discovery by attending one of our dynamic pitching sessions. These sessions serve as the platform for the unveiling of new projects and the introduction of emerging talents. Allow their passion and creativity to inspire your own as you witness the birth of captivating narratives.

The SERIENCAMP STORY EXCHANGE is where series take a leap from creative connection towards becoming reality. Where ideas transcend borders and boundaries, leaving a mark on the world of storytelling. Get ready to be captivated and inspired as you discover the next wave of remarkable series projects.

INDUSTRY TABLES

14. – 16.06.23, HERBRAND'S – RONDELL



Who is Who – Meet the GSA Commissioners

To kick off the first day of SerienCamp Conference we offer a proper introduction to the GSA market with the key players of the German, Austrian and Swiss production landscape, funding bodies and companies that make up the local market in all its idiosyncrasies.

After a quick crash course we put faces to the names: The decision-makers and commissioning editors behind some of the biggest co-production partners of Germany, Austria and Switzerland give insights into the projects they are working on and what kind of partners and ideas they are looking for.

PANEL

10:00 - 11:00

SPEAKER

JOHANNA KRAUS, ARD - MDR
SEBASTIAN LÜCKEL, Degeto
SABINE WEBER, ORF
HAUKE BARTEL, RTL
JULIUS WINDHORST, ZDF / Arte
FRANK SEYBERTH, ZDF
CARINA BERND, ZDFneo

MICHAEL BRÖNNIMANN, SRF
FRANK TÖNSMANN, ARD - WDR
SABINE HOLTGREVE, ARD - NDR
PETRA HENGGE, Amazon Studios
SUSANNE SCHILDKNECHT, Paramount +
TOBIAS ROSEN, Sky Studios

18

19 CO-PRODUCTION - PITCH PART 1

The STORY EXCHANGE Co-Production Pitch is back this year in a bigger format. Eight international projects take the stage, presenting their series to an audience of producers, distributors, investors, and potential partners.

STARS

by PROVOBIS Gesellschaft für Film und Fernsehen mbH
presented by Jens C. SUSA, Florian Oeller

SPLASHING AROUND

by Vertigo, Ljubljana
presented by Zara Opara, Hanna Szentpéteri

MASTERS AND SERVANTS

by Orisa produzioni S.r.l.
presented by Christiano Bortone

HEALER

by Firemonkey
presented by Laura Suhonen, Roope Lehtinen

PITCHING SESSIONS

PART 1: 11:15 - 12:15

ADVISORY BOARD

ULRIKE SCHRÖDER

→ VP, International Acquisitions & Co-Productions, Telepool GmbH

JES BRANDHØJ

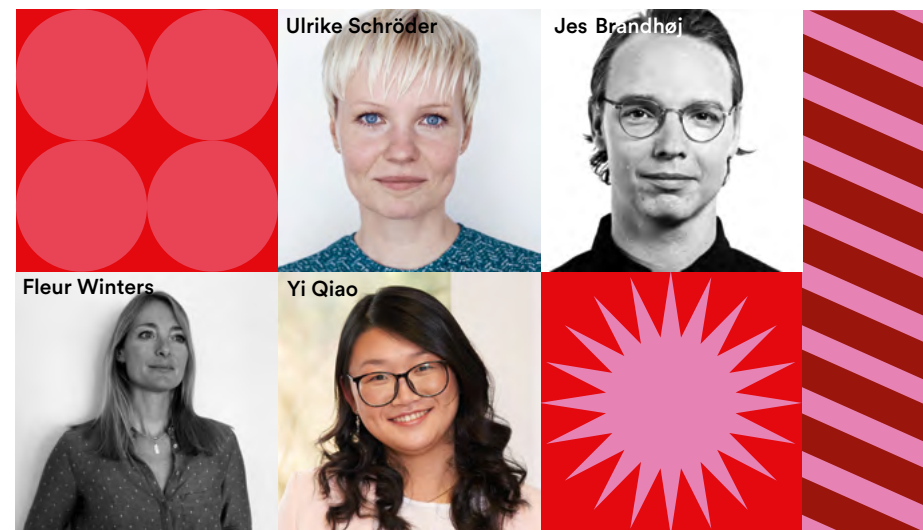
→ Head of Scripted Series, Sales, and Acquisitions, Nordisk Film Distribution

FLEUR WINTERS

→ CEO Producer Big Blue Productions, Big Blue

YI QIAO

→ Director Drama, ZDF Studios



SERIENCAMPUS WORKSHOP

20

Market Intelligence for the Road to Success – How Marketing Insights will Help You To Pitch Better

When pitching to streamers and platforms, the balance of information is skewed. Producers and creators often don't have access to the marketing insights or market intelligence needed to pitch: What genres are growing? What are the new criteria for commissioners to buy your projects? What are audiences connecting to? With exclusive data on TV series and SVOD platform performances, this workshop by BetaSeries will analyze the European market demand and its latest trends before demonstrating, on real cases, how to evaluate the potential of your TV series projects and present them to co-producers and buyers.

WORKSHOP

11:00 - 12:00

SPEAKER



RÉMI TERESZKIEWICZ
→ CEO Data & Media,
BetaSeries SAS

In cooperation with Creative Europe Desk NRW



Workshop: Serial/Connect

Serial/Connect is the first online placement that provides an advanced digital solution for finding series writers with credible experience across national borders. The digital platform improves the visibility and availability of European talents. It offers professional series writers and new talents a platform to draw attention to themselves, to showcase their skills and individual characteristics. Producers can search our database using our innovative search tool and find the most suitable writer for their project. The innovative search tool allows users to search for diversity characteristics in combination with genre, experience and availability on a Europe-wide basis. Serial/Connect contributes to sustainability, diversity and inclusion by offering a unique online tool that makes a significant move to the digital shift of placement strategies in the series industry. The workshop offers an introduction to the tool and the possibility to exchange ideas and encourage more inclusive practices in content creation and recruitment.

WORKSHOP

13:20 - 13:40

SPEAKER



JULIA KELLER
→ Founder, Serial/Connect

FABFICTION AT THE SERIENCAMP 2023



A Series by Philippe De Schepper /
Jonnydepony for VRT / KRO /
SWR, WDR



A series by Aina Clotet,
Mar Coll, Celia Giraldo,
Sara Fantova /
Funicular Films for RTVE,
NDR, SWR, WDR, SVT, YLE

A series by Johan Fasting, Silje
Storstein, Kristin Grue / Motlys/
Novemberfilm for NRK /
NDR, SWR, WDR

**FABULOUS FICTION
FOR FABULOUS PEOPLE**

NDR

SWR

WDR

SERIENCAMPUS WORKSHOP

22

Sharing is Caring – Rights Distribution between the Broadcaster, Producer, and Distributor

In the context of the workshop, we want to extensively discuss the interaction between the three financing partners: the commissioning broadcaster, the producer, and the distributor. A collaborative and transparent approach, following the motto "Sharing is Caring," is crucial to create a profitable collaboration for all parties involved - this is how future models are created! In particular, we will examine the diverse possibilities of rights distribution in the DACH territories, including Free TV, Free VOD, TVOD/EST, SVOD, AVOD, FAST, PAY TV, and 2nd Circle. Naturally, we will define each type of right and assess potential revenue opportunities.

Memes & Marketing – Ask Us Anything!

Heard everything about how memes are an essential part of the life cycle of a successful TV show at the panel at 13:00 in Cinenova 1? And you now have a bunch of questions like: How important is internet literacy for writers and producers when creating series? What kind of knowledge and expertise is needed to create shows that resonate better with audiences? Is a new kind of mentality needed to market series to younger audiences? Or do you just want to share your favorite SUCCESSION memes with the speakers? This AMA is the perfect place to dive a little bit deeper into the world of memes and internet hype and discuss the implications for your series projects!

WORKSHOP

14:00 - 14:50

SPEAKER



EVA PFAUDLER
→ Deputy CEO, Bavaria Media GmbH

The workshop will be held in German.

WORKSHOP

15:10-16:00

SPEAKER



JANA ZÜNDEL
→ Postdoctoral Researcher, Goethe University Frankfurt



MAX FRAENKEL
→ Executive Producer, Studio Zentral



JEANNETTE BETZ
→ Co-Founder & Creative Director Friendship Media



HATEM EL-TAWIL
→ Co-Founder & Managing Director Friendship Media

UFAFICTION

A Fremantle Company

WORK IN PROGRESS I Mi., 14.06.23 / Cinenova / Saal 1



16:15 - 16:30
CHARITÉ, 4. STAFFEL
(UFA Fiction // MDR / ARD Degeto)



16:30 - 16:45
HELGOLAND 513 (AT)
(UFA Fiction // Sky /Wow)

„MATCH ME IF YOU CAN“

Mi., 14.06.23 / 14:00 - 18:00
UFA Lounge at Herbrand's

Wir freuen uns über einen regen Austausch mit spannenden Talenten in der „UFA Lounge“.

WORK IN PROGRESS II Do., 15.06.23 / Cinenova / Saal 1



15:15 - 15:30
SAVE ME (AT)
(UFA Fiction / Amazon Prime Video)

INSIGHTS PANEL

24

The Future is European - Reality-Checking Co-Productions for Writers & Creatives

A couple of myths are attached to co-production models: The horror stories range from challengingly complex development phases to frustrating rights negotiations, to uneasy creative compromises. But the realities of pan-European co-operation are much more positive than these singular experiences might suggest. New models of co-production are on the rise - not least due to the growing need for target-specific content in an era of rising costs and shrinking budgets.

What does this climate of pan-European co-operation mean for creatives and writers? Is it possible to bake international appeal into the ideas of series? How flexible do writers and producers have to be when trying to sell their projects? And does this require a new skill set from writers?

Hype & Memes as Success Factors in Series – “B#tch, You Better Be Memeable!”

Hit shows like EUPHORIA, THE WHITE LOTUS, SUCCESSION and WEDNESDAY have built undeniable popcultural momentum. The potential for memes of successful series to flood WhatsApp groups, Twitter or Reddit and become coded templates for communication can be a huge factor in how strongly a show is enmeshed in the pop culture discourse. How audiences connect to series in the first place and how iconic moments from series enter the social media vocabulary of audiences can be influential for marketing purposes as well as relevance.

Is this a mechanism that can already be considered when creating shows and worked into series on a script-level? Or are memes and their success still accidental? Experts from marketing, communication and production discuss the rise of the meme as a factor that can make or break a show.

PANEL

12:15 - 12:45

SPEAKER



MARC LORBER

→ International Format-, Program-
ming- & Production Consultant



SEBASTIAN LÜCKEL

→ Head of Acquisition &
Co-production, Degeto Film GmbH

HOST



Rachel Glaister

→ EVP Press & Marketing,
all3media international

PANEL

13:00-13:30

SPEAKER



JANA ZÜNDEL

→ Postdoctoral Researcher, Goethe
University Frankfurt



MAX FRAENKEL

→ Executive Producer,
Studio Zentral

HOST



JEANNETTE BETZ

→ Co-Founder & Creative Director
Friendship Media



HATEM EL-TAWIL

→ Co-Founder & Managing Director
Friendship Media



EMBRACING CONTENT. ENRICHING RELATIONSHIPS.
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BAVARIA MEDIA
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INSIGHTS PANEL

Panel: What's Next From ... the European Alliance

As a European co-production initiative between public broadcasters ZDF, France Télévisions and Rai, the EUROPEAN ALLIANCE has an impressive track record as a platform for pan-European co-operation for fictional series. As part of the panel, representatives from ZDF and France TV give insight into current strategies and upcoming projects.

PANEL

13:45 – 14:15

SPEAKER



DR. SIMONE EMMELIUS
→ SVP International Fiction, ZDF



MORAD KOUFANE
→ Head of International Scripted Series, France TV

HOST



PETER WHITE
→ Executive Editor, DEADLINE

26

27

INSIGHTS SPECIAL

Is There Nothing To Fear? - Debates on the Future of AI

The surge of AI-powered tools is already transforming the media landscape. But most of us seem unprepared for the futures dawning. This special session takes us on a quick trip through the new realities of AI.

Why We Should All Talk to Chatbots...

Hannes Jakobsen, founder & CEO of Drive beta and part of the prompt/collective, shares his views on the transformative power of chatbots, their impact on creativity and why we all should talk more to ChatGPT, Bard and Bing.

Everything Changing All at Once?

As one of the brilliant minds behind the yearly Nostradamus Report – a deep analysis of trends in the screen industry – Johanna Koljonen is at the forefront of seismic shifts that rock film and television. In this keynote she offers her perspective on the broader implications of the AI revolution.

The Rise of AI - Paradigm Shift or Just a New Tool?

Those who have been following the topic of AI and some of the concepts and schools of thought behind it, were probably not surprised by the sudden rise of AI-tools like ChatGPT and Midjourney. What is surprising, though, is how poorly prepared we seem to be for some of the big questions that arise from these developments.

SPECIAL: 14:30 - 15:45

HOST



GERHARD MAIER
→ Artistic Director, Seriencamp

In cooperation with Creative Europe Desk NRW



KEYNOTE

SPEAKER



HANNES JAKOBSEN
→ Founder & CEO Drive beta

KEYNOTE

SPEAKER



JOHANNA KOLJONEN
→ Author & Media Analyst,
Nostradamus Report

PANEL

SPEAKER



HANNES JAKOBSEN
→ CEO, Drive.beta



JOHANNA KOLJONEN
→ Author & Media Analyst,
Nostradamus Report



HANK SMITH,
→ Head of Marketing, Streamwerke



MAX WIEDEMANN
→ Co-Chief Production & Business
Development Officer, LEONINE Studios

DOCU-SERIES PITCH

28

The demand for documentary series is growing steadily, while the line between fact and fiction is blurring. These are just two of the reasons behind SERIENCAMP STORY EXCHANGE launching the Docu-Series Pitch. Six projects, handpicked by industry experts, will be presented by their creators live on stage.

HAZING - KILLING SANDA DIA
presented by Arnauld De Battice,
Georges Huercano

TEAM RWANDA
presented by Ruud De Keyser, Jonas Herman

**OBHUT - WHEN CHILDREN BECOME
CLIENTS**
presented by Marie Marxmeier, Daniel Sax

THE MANTRAILER
presented by Andrea Schönhuber,
Christine Uschy Wernke

DER SCHÜLERINNEN*-REPORT
presented by Sylvia Borges

A WORLD DIVIDED
presented by Regina Bouchehri,
Bettina Offermann

PITCHING SESSIONS

13:45 - 15:00

ADVISORY BOARD

EMANUEL ROTSTEIN
→ Head of Documentaries, Bavaria Fiction

JONATHAN HUGHES
→ Sales Manager, All3Media International

BEA HEGEDUS
→ Executive Managing Director, Global Distribution, Vice

Emanuel Rotstein



Bea Hegedus



Jonathan Hughes



29 CO-PRODUCTION - PITCH PART 2

After the first round earlier in the day, the second batch of highly-anticipated co-production projects are pitched by their representatives. Four projects, selected by the advisory board, are in the spotlight...

BABYTHON
by Piece of Cake
presented by Georgia Fotou, Mary Kolonia

DETECTIVE VON FOCK
by Zolba Productions
presented by Leana Jalukse,
Lilian Von Keudell, Jevgeni Supin

NOTES OF A FURIOUS WOMAN
by Endorphine Production
presented by Fabian Massah, Andrea Stoll,
Marc Malze

EX HUMUS
by Take Two Studios
presented by Eero Hietala, Carita Forsgren

PITCHING SESSIONS

PART 2: 15:15 - 16:00

ADVISORY BOARD

ULRIKE SCHRÖDER
→ VP, International Acquisitions &
Co-Productions, Telepool GmbH

JES BRANDHØJ
→ Head of Scripted Series, Sales,
and Acquisitions, Nordisk Film Distribution

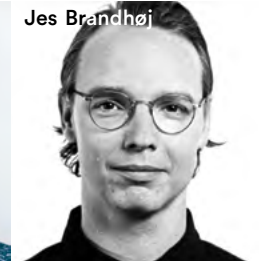
FLEUR WINTERS
→ CEO Producer, Big Blue Productions

YI QIAO
→ Director Drama, ZDF Studios

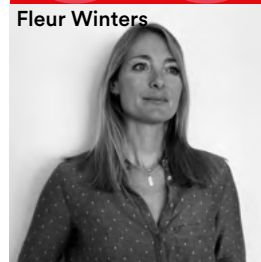
Ulrike Schröder



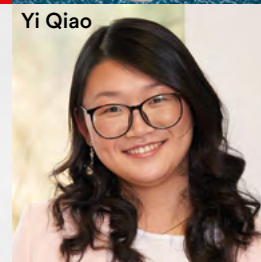
Jes Brandhøj



Fleur Winters



Yi Qiao



14 JUN

/// TIMETABLE

	CINEMA 1	CINEMA 2	HERBRAND'S RESTAURANT	HERBRAND'S BAHNHAUS
9:00				
10:00	<p>OPENING KEYNOTE 09:45-10:00 → S. 14</p> <p>MASTER-CLASS: MARC SMERLING 10:00-11:00 → S. 15</p>	<p>WHO IS WHO - MEET THE GSA COMMISSIONERS 10:00-11:00 → S. 18</p>	<p>NET-WORKING AREA 10:00-16:00</p>	
11:00		<p>CO PRO 1 PITCH - PART 1 11:15-12:15 → S. 19</p>		<p>CAMPUS: MARKET INTELLIGENCE 11:00-12:00 → S. 20</p>
12:00	<p>CASE STUDY: THIS IS NOT SWEDEN 11:20-12:00 → S. 16</p> <p>THE FUTURE IS EUROPEAN 12:15-12:45 → S. 24</p>			
13:00	<p>MEMES & MARKETING 13:00-13:30 → S. 24</p>			

	CINEMA 1	CINEMA 2	HERBRAND'S RESTAURANT	HERBRAND'S BAHNHAUS
13:00			<p>NET-WORKING AREA 10:00-16:00</p>	<p>CAMPUS: SERIAL CONNECT 13:10-13:40 → S. 20</p>
14:00	<p>EUROPEAN ALLIANCE 13:45-14:15 → S. 26</p>	<p>DOCU-SERIES PITCH 13:45-15:00 → S. 28</p>		<p>CAMPUS: SHARING IS CARING 14:00-14:50 → S. 22</p>
15:00	<p>AI - PANELS 14:30-15:45 → S. 27</p>	<p>CO PRO PITCH - PART 2 15:15-16:00 → S. 29</p>		<p>CAMPUS: MEMES & MARTKEING 15:10-16:00 → S. 22</p>
16:00	<p>WIP: CHARITÉ - S4 HELGO-LAND 513 FREIHEIT 16:15 - 17:00 → S. 34 - 35</p>			<p>CAMPUS: TBC 16:20-17:05.</p>
17:00				

/// TIMETABLE

15 JUN

CINEMA 1

CINEMA 2

HERBRAND'S
BAHNHAUS

9:00

10:00

11:00

12:00

13:00

14:00

15:00

16:00

17:00

EUROPEAN SHOW-
RUNNER THINK
TANK
09:30-10:15
→ S. 36.

GENRE & SERIES
10:30-11:30
→ S. 38

SECRET
PRESENTATION
11:45-12:30
→ S. 39

CONTENT STRATEGIES
FROM EUROPEAN
PERSPECTIVES
12:45-13:30
→ S. 39

CASE STUDY:
COUNTRY QUEEN
13:45-14:15
→ S. 40

CASE STUDY:
ARCADIA
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→ S. 41

WIP:
LIEBES KIND
SAVE ME
ZEITVERBRECHEN
PLAN B
15:00-16:00
→ S. 48 – 49

IFS PITCHES
16:15-17:45
→ S. 50 – 51

WRITERS' VISION
PITCH - PART 1
10:00-11:00
→ S. 42

WRITERS' VISION
PITCH - PART 2
11:30-12:30
→ S. 43.

PRODUCERS'
VISION PITCH
13:30-14:15
→ S. 47

CAMPUS:
EMPOWERED
THROUGH
FUCK UPS
14:45-15:45
→ S. 46

CAMPUS:
STRENGTH OF
STORIES
10:15-11:45
→ S. 44

CAMPUS: HOW
TO WRITE
FANTASTICALLY?
12:00-13:00
→ S. 44

CAMPUS:
DECODING
SUCCESS
13:15-14:15
→ S. 45

CAMPUS:
AI AS YOUR STAFF
WRITER
14:30-16:00
→ S. 45

CAMPUS:
COUNTRY QUEEN
- AMA
16:20-17:20
→ S. 46

16 JUN

CINEMA 1

HERBRAND'S
RESTAURANT

HERBRAND'S
BAHNHAUS

9:00

10:00

11:00

12:00

13:00

14:00

15:00

16:00

17:00

BOOKS TO
SCREEN 2.0
10:00-10:30
→ S. 52

PLAN B
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YOUR CREW IS
YOUR CAPITAL
12:30-13:30
→ S. 54

PANEL: AUDIO &
FICTION
13:45-15:30
→ S. 55

PANEL: FROM PILOT
TO SEASON...
15:45-16:30
→ S. 54

MEETUP OF THE
FILMSCHOOLS
(by invitation only)
09:30-11:00

CAMPUS: GIRLS*
GET SHIT DONE
10:00-10:50
→ S. 56

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INSTANT-FICITON
11:10-12:40
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CAMPUS: THE
EUROPEAN ROOM
13:00-14:30
→ S. 57

CAMPUS:
CREW LOVE
14:45-15:45
→ S. 57

/// TIMETABLE

/// TIMETABLE

WORK IN PROGRESS PART 1 34

Our popular showcase format “Work In Progress” takes a look at promising upcoming German TV series projects in various stages of production. With exclusive first looks at upcoming projects from Amazon Prime Video, Disney+, ZDF, ZDFneo, ARD, and Sky.

WORK IN PROGRESS

16:00 – 17:00

HOST



THOMAS LÜCKERATH
→ CEO and Founder, DWDL.de

Charité IV - (UFA GmbH // ARD)

16:15 - 16:30

The first season of the historic medical drama had its debut with an exclusive first sneak peek at SERIENCAMP CONFERENCE. Now the final fourth season – filmed partly in Portugal – will dare to glimpse into the near future.

SPEAKERS



JOHANNA KRAUS
→ Head of Drama, MDR



ESTHER BIALAS
→ Director

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HELGOLAND 513 (UFA GmbH // Sky/Wow)

The world has ended and the once idyllic island of Helgoland becomes the focal point for all the hopes and fears of humanity. The prestigious series concept created by Robert Schwentke promises high stakes in an apocalyptic future.

16:30 – 16:45

SPEAKERS



TOBIAS ROSEN
→ Vice President Sky Studios, Germany



VERONICA PRIEFER
→ Co-Creator, Writer & Producer



OLIVER OSSEGE
→ Executive Producer, UFA Fiction

FREIHEIT IST DAS EINZIGE WAS ZÄHLT (AT) (bildundtonfabrik // ZDFneo)

16:45 – 17:00

SPEAKERS



JAN BONNY
→ Director & Writer



JAN EICHBERG
→ Writer



JUDITH FÜLLE
→ Producer, bildundtonfabrik

INSIGHTS PANEL

Showrunning in Europe – Directing in the Showrunner Model

While more and more European series are helmed by showrunners, this work model is still new to the European series market. The European Showrunner Think Tank sets out to shed light on the advantages and challenges of showrunning in Europe from the perspectives of all parties involved.

The upcoming panel is dedicated to Directing in the Showrunner Model. Renowned European directors and producers with experience in directing and producing high-quality series projects discuss the differences between the directing position in the showrunner model and their traditional role as directors. Examples from several parts of Europe shed light on how a fruitful cooperation between director and showrunner may increase the quality of a show.

The discussion will focus on both aspects that are working well in current forms of the showrunner model – and on areas which, from the director's point of view, still call for improvement in the European context.

The European Showrunner Think Tank is part of the European Showrunner Programme, an initiative supported by the Creative Europe – MEDIA Programme of the European Union, the Film- und Medienstiftung NRW and Netflix.

PANEL

09:30 - 10:15

SPEAKERS



KAAT BEELS

→ director, writer, producer
»Tabula Rasa«, »The Clan«,
»Hotel Beau Séjour«



NATHALIE BASTEYS

→ director, writer, producer
»The Clan«, »Hotel Beau Séjour«



LUTZ HEINEKING

→ director, writer, producer
»Andere Eltern«, »Drinnen«, »Wir
sind die Meyers«



PETER BOUCKAERT

→ producer »1985«, »Ben X«,
»The K. File«

HOST



ADRIAN SPRING

→ Writer & Showrunner »Nr. 47«,
»Neumatt«, »All You Need«



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**GIRLS* SUPPORT
GIRLS***



**Real Talk, Panels and Workshops
for Young Professionals***

@girlsgetshitdone

SPECIAL: GENRE & SERIES

38

Genre & Series – Why You Should Make Your Audience Scream

Genre connects to audiences much better than the usual mix of drama, comedy and stories grounded in reality. Audiences in younger age brackets respond better to stories set in “magical worlds.” George Gottl, former Creative Director at Nike and current Chief Creative Officer and Co-Founder of UXUS, a strategic design consultancy, connects the dots: Why do audiences love genre? And what does it mean for the series we will see in the future?

KEYNOTE

10:30 - 11:30

SPEAKER



GEORGE GOTTL
→ Executive Producer, Co-Founder, Explorers of the Unfound

The Taste for Blood? How Genre Series turn into Global Hits

The numbers don't lie. On a global scale nothing is more successful than “genre series”: fantasy, science fiction, thriller and mystery have a broad worldwide appeal and speak to audiences across various cultural backgrounds. Younger audiences, in particular, connect much more to stories if they are in a “fantastic” setting.

The challenges behind creating these stories seem to differ from the creative processes of classical series. Creators and experts share insights and thoughts on how to approach genre series and what are the biggest Do's and Don'ts when going into horror, fantasy and sci-fi.

PANEL

10:30 - 11:30

SPEAKER:



DANIEL RÜBESAM
→ Director of “Was wir fürchten” (AT)



RICCARDA SCHEMANN
→ Headwriter of FEELINGS



GEORGE GOTTL
→ Executive Producer, Co-Founder, Explorers of the Unfound



BENJAMIN MUNZ
→ Producer Blood Red Sky, Old People / Wiedemann & Berg

39 INSIGHTS PANEL

Special (Secret) Presentation

What is this program's point? We would love to tell you but right now it is still a well-kept secret! Check the website for more details on what exactly will be revealed for the first time exclusively at SerienCamp Conference.

PANEL

11:45 - 12:30

SPEAKER

SURPRISE SPEAKERS

What Will We Watch in the Future? Content Strategies from European Perspectives

As European and international markets consolidate, acquisitions and mergers are forming new power blocks. How do European commissioning editors, production companies and sales companies navigate these waters? And what does it mean for the series we will watch in the future? How do audience tastes and commissioning demands form the series program of the next few years? These are just some of the questions about which three decision-makers share their valuable insights!

PANEL

12:45 - 13:30

SPEAKER



SUSANNE SCHILDKNECHT
→ Senior Vice President, MTV Entertainment Content & Brand



CHRISTIAN RANK
→ Head Of Development & Producer, Miso Film Denmark



DAVID BELSHAW
→ Director, Scripted, Warner Bros. Entertainment

INSIGHTS CASE STUDY

COUNTRY QUEEN – Co-Production with Purpose in Sub-Saharan Africa

As a co-production between Kenya and Germany, the ZDF-ARTE-Netflix co-production COUNTRY QUEEN is a trailblazer. Emerging from an ambitious project that exchanges creative impulses between Africa and Europe, the series showcases the creative powers of the Kenyan creative industry. The series tackles in its storylines local problems like environmental destruction and corruption while aiming at building a sustainable creative market.

Through BMZ and DW-Akademie's support it also boosts the confidence of Kenyan storytellers, demonstrating that authentic African narratives can compete with established series territories worldwide. As a result, Sub-Saharan Africa is witnessing a surge in high-end series development, piquing the interest of a global audience.

Representatives from ZDF-Arte, the German Ministry for Economic Cooperation and Development, from Deutsche Welle Akademie and from the production companies in South Africa and Namibia talk about the opportunities and challenges of building sustainable structures that allow cultural exchanges in both directions.



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CASE STUDY:

13:45 - 14:15

SPEAKER



FRIEDERIKE KÄRCHER
→ Head of Division Creative Industries, German Federal Ministry for Economic Cooperation and Development



VINCENT MBAYA
→ Director



RAVI KARMALKER
→ CEO, Good Karma Fiction International



PASCAL SCHMITZ
→ Executive Producer, AAA Entertainment



JULIUS WINDHORST,
ZDF/arte

HOST



SACHA NTIVYIHABWA
→ CEO, Signed Media

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Arcadia - Bold New Science Fiction from Europe

In the near future, society is regulated by a citizen score determining status, job and fate. ARCADIA draws a stark picture of a dystopian setting that isn't too far removed from our current realities.

Originating from Belgian showrunner-led production company jonydepony and co-produced by VRT, WDR and SWR as a quasi-forerunner to the co-production initiative, ARCADIA exemplifies the opportunities for ambitious European projects. In the vein of genre projects that are rarely greenlit in Germany, the teaming up with partners from Belgium and the Netherlands spotlights the strengths of European cooperation.

The producer and commissioning editors explain how the project originated and how the creative vision was maintained with a number of partners and stakeholders involved.

CASE STUDY

14:15 - 14:45

SPEAKERS



HELEN PERQUY
→ Executive Producer and Producer of ARCADIA (JonyDePony)



FRANK TÖNSMANN
→ Commissioning Editor, WDR



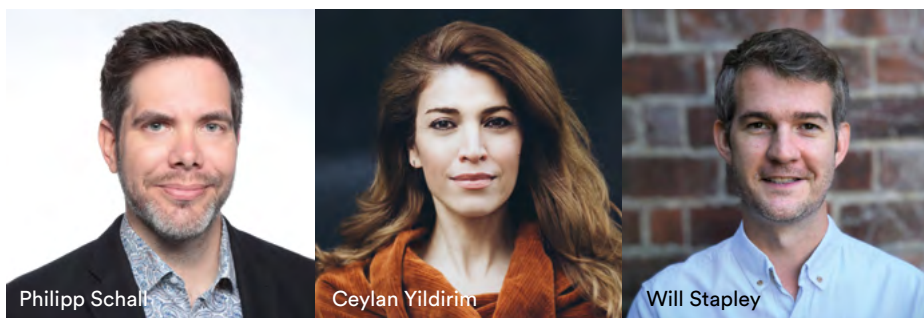
BRIGITTE DITHARD
→ Commissioning Editor, SWR



WRITERS' VISION PITCH – PART 1

42

Eight talented writers showcase their original series ideas to an audience of producers, financiers, and decision-makers. Carefully curated by the esteemed SerienCamp Advisory Board, these projects represent the finest selections from submissions across 20 diverse countries. Prepare for a remarkable display of creativity and potential partnerships!



INTEGRATIONSKURS
presented by Adriana Montenegro

LA DEUTSCHE VITA
presented by Rosella Di Campli, Joe Kinast

PEOPLE LIKE US
presented by Kai Kreuser

BRUTES
presented by ZERO PILNIK

KOLMANSKOP
presented by Judith Rose Gyabaah, Sven Angene

HOME
presented by György Baráthy Gold, Digga, Annika Cizek, Andrej Sorin

THE REINDEER QUEEN
presented by Paul Simma

PITCHING SESSIONS

PART 1: 10:00 - 11:00

ADVISORY BOARD

PHILIPP SCHALL
→ CEO Geschäftsführer, TELLUX-GRUPPE

CEYLAN YILDIRIM
→ Executive Producer, UFA Fiction

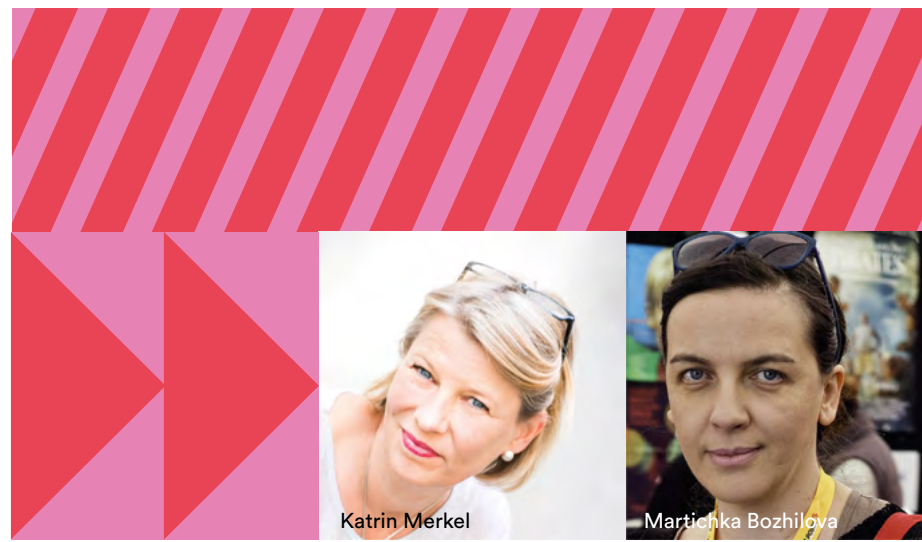
WILL STAPLEY
→ Head of Acquisitions, Abacus Media Rights

KATRIN MERKEL
→ Head of Studies, SERIAL EYES

MARTICHKA BOZHILOVA
→ Producer, AGITPROP

WRITERS' VISION PITCH – PART 2

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INTEGRATIONSKURS
presented by Adriana Montenegro

LA DEUTSCHE VITA
presented by Rosella Di Campli, Joe Kinast

PEOPLE LIKE US
presented by Kai Kreuser

BRUTES
presented by ZERO PILNIK

KOLMANSKOP
presented by Judith Rose Gyabaah, Sven Angene

HOME
presented by György Baráthy Gold, Digga, Annika Cizek, Andrej Sorin

THE REINDEER QUEEN
presented by Paul Simma

PITCHING SESSIONS

PART 2: 11:30 - 12:30

ADVISORY BOARD

PHILIPP SCHALL
→ CEO Geschäftsführer, TELLUX-GRUPPE

CEYLAN YILDIRIM
→ Executive Producer, UFA Fiction

WILL STAPLEY
→ Head of Acquisitions, Abacus Media Rights

KATRIN MERKEL
→ Head of Studies, SERIAL EYES

MARTICHKA BOZHILOVA
→ Producer, AGITPROP

SERIENCAMPUS WORKSHOP

DER SCHWARM & DIE BERGRETTTER – Every series needs a good story

Daily, weekly, or event series - they all share the same core. Successful formats are built on great characters, their stories, and their development. Art equals fire plus craft. This workshop delves into the essential elements of successful script development and aims to explore what connects successful formats regardless of time slots and budgets. In this workshop, we compare individual sequences from the event series DER SCHWARM and the long-running primetime series DIE BERGRETTTER, currently in its 15th season. We will discover surprising similarities in the structure and construction of specific dramatic sequences. This is because successful series are based on a solid and intelligent craftsmanship in dramaturgy, whose fundamental systematics can be uncovered and deciphered across various formats. Additionally, we will examine the fundamental elements of serial storytelling.

How to write “Fantastically” – Writers & Producers Share Their Secrets for Genre Hits

So you've decided that your next series is a horror science fiction anthology – but you've never worked in the genre. Some important first steps and indispensable knowledge from veterans and experts in their respective fields will help you on your way to creating the next global genre hit!

WORKSHOP

10:15 - 11:45

SPEAKERS



CHRISTIAN FRIEDRICHS
→ Producer, ndF:Hamburg



BARBARA EDER
→ Director of DER SCHWARM,
BARBAREN, CONCORDIA

The workshop will be held in German.

WORKSHOP

12:00 - 13:00

SPEAKER



BENJAMIN MUNZ
→ Producer BLOOD RED SKY



RICCARDA SCHEMANN
→ Creator & Headwriter FEELINGS

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Decoding Success: Embracing the Showrunner System

Discover the untapped potential of the show-running system as we explore the unique challenges faced in Germany. Learn from versatile experiences and contribute to the debate sparked by the DDV's recent publication on German Writers' Rooms.

We're honored to have Marianne Wendt and Arne Nolting as our esteemed guests. Moderated by Marcus Seibert, this captivating round-table-talk will delve into the shift from authors to producers.

Don't miss this opportunity to be part of the change we all desire. Let's reshape the future of German television together. Limited spots available!

Workshop: I'm Your Staff Writer - AMA

Dive into the future of fictional development with the I'M YOUR STAFF WRITER talk and AMA session with Prof. Taç Romey and Markus Walsch! As pioneers in AI storytelling, they reveal how AI tools like ChatGPT or Google Bard can enhance your creative writing, speed up the development process for film and series development and open new ways of creating fiction. You'll learn to merge traditional storytelling techniques with AI, creating a new Writers' Room experience, and allowing for innovative ways of developing loglines, characters, synopses, episodes, dialogue and more. With the power of AI, we will also explore crafting emotional arcs and detailed dialogues attuned to the audience's perception. Our session concludes with an extensive "Ask Me Anything", where you can delve into specifics, share your thoughts, and find tailored solutions to your storytelling needs. Don't miss this opportunity to blend your creativity with AI's potential.

WORKSHOP

13:15 - 14:15

SPEAKER



MARIANNE WENDT
→ Eden, Neumatt, Juni



ARNE NOLTING
→ Club der roten Bänder, Barbaren,
Wild Republic

HOST



MARCUS SEIBERT
→ Der Wald in mir, DDV Board
Member

WORKSHOP

14:30 - 16:00

SPEAKER



TAÇ ROMEY
→ Writer, Producer, Professor



MARKUS WALSCH
→ Creative Storyteller

SERIENCAMPUS 46

Empowered Through Fuck-Ups? Filmmakers Experiences in Exclusionary Work Environments

This uplifting Fuck Up-Session organized by ProQuote Film introduces a selection of diverse filmmakers. They talk about their biggest failures and setbacks during their career and how that contributed to where they are today. As our industry focuses on successful outcomes, which increases pressure on filmmakers it's easy to forget that f*cking up is an important part of the learning process. Finally this panel gives our biggest failure stories the stage they deserve.

INSIGHTS / PANEL

14:45 - 15:45
Cinenova - Cinema 2

SPEAKER



SU-JIN SONG
→ Producer



ESRA & PATRICK PHUL
→ Producers, Directors



FITORE MUZAQI
→ Director, Writer, Producer

HOST



PAULA ESSAM

Subsaharan Africa - Opportunities for Producers and Audiences

The idea of co-producing in Africa might seem daunting, the challenges overwhelming. But the opportunities to break storytelling molds and create unique stories that move outside of well-trodden paths are boundless. Producers Ravi Karmalker, Vincent Mbaya, Pascal Schmitz, Sacha Ntivyihabwa and Cecil George Moller offer a deep dive into the production of their German-Kenyan series COUNTRY QUEEN and how to create added value for all involved parties!

SERIENCAMPUS / WORKSHOP

16:20 - 17:20
Herbrand's - Bahnhaus

SPEAKER



VINCENT MBAYA
→ Director



RAVI KARMALKER
→ CEO, Good Karma Fiction International



PASCAL SCHMITZ
→ Head of Development and Production AAA Entertainment



SACHA NTIVYIHABWA,
→ CEO Signed Media



CECIL GEORGE MOLLER
→ Filmmaker

47 PRODUCERS' VISION PITCH

Why should only writers pitch their visions to an audience of producers and commissioning editors? The PRODUCERS' VISION PITCH offers producers the opportunity to share their philosophies and ideas in a pitching format...

PRODUCERS' VISION PITCH

Germany, Austria and Italy are the stops for this year's journey through Europe's production landscape. All3Media Fiction launched late last year and sets off to make its mark in Germany, while Satel Film has an impressive track record with highly successful series for streamers and public broadcasters alike. With "My Brilliant Friend", Paolo Sorrentino's "The New Pope" and Luca Gudagnino's "We Are Who We Are", Wildside is synonymous with high-end productions with arthouse flair.

PITCHING SESSIONS

13:30 - 14:15

SPEAKER:

IRINA IGNATIEW

→ Managing Director & Executive Producer, All3Media Deutschland Fiction

HERWIG KRAWINKLER

→ Producer, Satel Film

HEINRICH AMBROSCH

→ CEO & Co-Owner Satel Film

KARIN ANNELL

→ Head of Commercial Business and International Affairs, Wildside



WORK IN PROGRESS–PART 2 48

Our popular showcase format “Work In Progress” takes a look at promising upcoming German TV series projects in various stages of production. With exclusive first looks at upcoming projects from Amazon Prime Video, Disney+, ZDF, ZDFneo, ARD, and Sky.

WORK IN PROGRESS

15:00 – 16:00

HOST



THOMAS LÜCKERATH
→ CEO and Founder, DWDL.de

LIEBES KIND (Netflix)

Based on the bestseller by Romy Hausmann, director and head writer Isabel Kleefeld adapts the story of a young woman who escapes the minutely-regulated life dictated by a kidnapper for Netflix.

15:00 – 15:15

SPEAKER



LISA KREIMEYER
→ Netflix Content Manager Series



ISABEL KLEEFELD
→ Liebes Kind Headautor, Director



JULIAN PÖRKSEN
→ Writer, Director

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SAVE ME (UFA Fiction / Amazon Prime Video)

Love, glamour and backstabbing are just some of the thematic cornerstones of the Maxton Hall-bestseller trilogy. A first glimpse into the eagerly awaited adaptation will not just delight fans of the books!

15:15 - 15:30

SPEAKER



PETRA HENGGE
→ Head of Scripted TV Germany, Amazon Studios



CEYLAN YILDIRIM
→ Executive Producer, UFA Fiction



VALENTIN DEBLER
→ Junior Producer, UFA Fiction

ZEIT VERBRECHEN (X-Filme / Paramount)

Germany's most successful podcast is turned into an anthology series. Written and directed by some of the most exciting creative talent, this series project has “smash hit” written all over it!

15:30 - 15:45

SPEAKER



SUSANNE SCHILDKNECHT
→ Senior Vice President, MTV Entertainment Content & Brand



JORGO NARJES
→ Produzent, X Filme Creative Pool

PLAN B (Gaumont / ZDF)

In Canada the drama series PLAN B has proven a smash hit that deftly mixes genre concepts with well-written drama. The German adaptation for ZDF also promises mind-bending time travel with clever twists.

15:45 - 16:00

SPEAKER



LINA MAREIKE ZOPFS
→ Producer



INGRID KALTENECKER
→ Writer

ifs MA SERIAL STORYTELLING – 50 51

MASTER'S PROJECTS 2023

Enjoy a sneak peek at the ifs Internationale Filmschule Köln's MA Serial Storytelling's 10-year jubilee class. In this fifth cohort, fifteen talented series writers from seven countries spent an intensive two years honing their writers' room skills, mastering existing series formats, and exploring innovation in serial storytelling. In conclusion of their extensive studies, each writer created an original drama series – complete with outlines for the first season as well as pilot screenplays.

We are delighted to invite you to the final presentation of the MA Serial Storytelling 2023, which – for the first time – will take place exclusively at SerienCamp.

IFS MA SERIAL STORYTELLING – MASTER'S PROJECTS 2023

16:15 – 17:45

HOST

JOACHIM FRIEDMANN

→ SCREENWRITER, CREATIVE PRODUCER, AND MEDIA SCHOLAR



Joachim Friedmann



TALENTS

Emily Akhouni (Iran) | Malte Arnemann (Germany) | Anna-Maria Böhm (Germany) |
Lemba de Miranda (The Netherlands) | Laura Deriemaeker (Belgium) | Ilaria Fravolini (Italy) |
Lucas Gesser (Brazil) | Hayley Goggin (United Kingdom) | Ron Goldin (Israel) | Nathan Luchina
(Brazil) | Marvin Meiendresch (Germany) | Fitore Muzaqi (Germany) |
Beverly Stura-Cura (Germany) | Lena Tusche (Germany) | Malte Vogt (Germany)



INSIGHTS CASE STUDY

52

Books to Screen 2.0 - How Wattpad / Webtoon Adapt User-Generated Content into Hit Series

On the platforms Wattpad and Webtoon, thousands of users publish their short stories, novels and comics for a truly international and global audience. Some of these stories have proven to be hits when adapted to the big or small screen – the movie series *THROUGH THE WINDOW*, the Netflix series *ALL OF US ARE DEAD* or *THE KISSING BOOTH* trilogy are just some examples of Wattpad/Webtoon stories adapted.

With extensive data on what is trending, what readers love and what key words vibe well with target audiences, the toolbox of Wattpad/Webtoon is well equipped. A showcase of a recent project will highlight the advantages of creating series and movies from these IPs.

Plan B - Creating Formats that Travel the World

Time-travelling drama *PLAN B* was one of the biggest hits on Québécoise television in recent years. No surprise that the format is now traveling the world and several new versions are in development - with the German adaptation currently being produced. Both creators give insight into the journey from first draft to global hit in an in-depth masterclass.

CASE STUDY

10:00 - 10:30

SPEAKER



PETRA ZAUNER
→ Senior Manager, International
Acquisitions & Partnerships,
Wattpad WEBTOON Studios

CASE STUDY

10:45 - 11:30

SPEAKER



JEAN-FRANÇOIS ASSELIN
→ Screenwriter, Director,
Showrunner



JACQUES DROLET
→ Screenwriter, Script Editor

HOST



PETER WHITE
→ Executive Editor, DEADLINE

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INSIGHTS PANEL

Your Crew is Your Capital – Making the Film Industry Attractive

Grueling working hours, work environments that make family life difficult, long shifts – just some of the reasons why the film industry has increasing difficulties finding fresh talent. Conditions on set vary wildly while the pressure on production costs makes it hard to implement strategies that are family-friendly and ease stress. What can ideal conditions look like and how can they be created in modern work environments? How do we shift the ideas of “value” from strictly materialistic perspectives to one of well-being?

Do Your Thing - From Pilot to Season without Commission

The path seems clear: You have an idea, you get commissioned, you produce, the series is broadcast or streamed. But few dare to challenge the classic structures and boldly move outside the confines. Series like HAUS KUMMERVELDT and LU VON LOSER were fueled by the urge to tell a story and driven by the conviction that great stories will find their audience. What started as indie projects without distribution attached, not only found those audiences, they grew into hits picked up by broadcasters.

Is this a model to be followed? What are the risks and potential rewards of the “do-it-yourself“-approach? And what kind of support from funding bodies is available to writers, producers and creators who don't want to wait for permission to tell their stories?

PANEL

12:30 - 13:30

SPEAKER



PAULA ESSAM
→ Actress, Author, Executive
ProQuoteFilm



LAURA BULL
→ CEO / Producer, Readymade
Films



OLIVER ZENGLEIN
→ Managing Partner, Crew United

PANEL

15:45 - 16:30

SPEAKER



LOTTE RUF
Producer, Goldstöff Filme GmbH



ALICE GRUIJA
Producer & Writer

54

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SPECIAL: AUDIO & FICTION

Why Podcasts and Series Love Each Other

In today's media landscape, it seems like every book is optioned and every comic is part of a media conglomerate. As a result, producers are constantly on the lookout for fresh, original ideas and new talent. That's where podcasts come in.

The New Goldrush – Podcasts between story incubators and art form

How to identify hot topics that will excite audiences is only one of the questions discussed with the heads of British podcasting company Novel who recently raised millions of dollars in venture capital and has ambitions to break into Hollywood.

PANEL

13:45-15:30

SPEAKERS



DAVIDE BORTOT
→ Co-Founder, A Colour Bright



MATTHIAS LEITNER
→ Creative Producer, Storyteller



VIOLA FUNK
→ Director, ACB Stories

PANEL

13:45-15:30

SPEAKERS



NEIL KRISHNAN
→ Head of Film & TV, Novel



ANNA PHELAN
→ Head of Development, Novel

HOST



NICK EDWARDS
→ Journalist

SERIENCAMPUS WORKSHOP

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GIRLS* GET SHIT DONE

Let's not beat around the bush anymore. Starting out in the music or TV industry is damn hard. You have no contacts, no money, Google doesn't help you and you don't know the unwritten laws, which nobody wants to explain to you up front. So, who to ask when no-one is really talking?"

This is where GIRLS* GET SHIT DONE comes in. Jasmin Himmelmann and Simone Schellmann started this project to pursue an important goal: an equal and diverse music industry. As the founder of SERIENCAMP, Simone Schellmann is also close to the TV industry and recognizes many parallels. Plain speaking is also needed in this industry and so SERIENCAMP CONFERENCE is the perfect place to visit GIRLS* GET SHIT DONE.

Two experienced women will share what they have learned with the audience and answer questions afterwards. This session is dedicated to female young professionals*.

WORKSHOP

10:00 – 10:50

SPEAKER



HANNAH-LISA PAUL
→ Producer, Author & Script-Consultant, Eitelsonnenschein



ESRA PHUL
→ Producer, Director

HOST



SIMONE SCHELLMANN
→ Artist Management & Booking, Counterparts
→ Festival Director, SERIENCAMP

The workshop will be held in German.

Instant Fiction - Tracking Your Project

From first idea to finished series in just a few months? How exactly is this possible? Series like WATCHME, SCHLAFSCHAFE or FREIHEIT have a unique ethos and philosophy behind them. The series, produced under the label INSTANT FICTION for ZDFneo, are usually created in less than six months. Targeted towards younger audiences and aimed at quickly picking up current topics and discussions, the format uses small ensembles, fewer locations and shooting days to keep budgets low and allow for experimentation. Veterans of the INSTANT FICTION format give insights on the Ins and Outs of this special production format.

WORKSHOP

11:10 - 12:40

GUESTS



PETRA TILGER
ZDF



THERESA SCHREIBER
ZDF



PHILIPP SCHALL
Tellux



KARL HEIDELBACH
Producer, DRIVE beta GmbH

The European Room

With the advent of the golden age of TV series, the idea of the writers' room as an integral ingredient for high quality and high production capacities was first brought to Europe's shores. Nearly a decade later it seems that the idea of how a writers' room works and how it could be adapted to local requirements has morphed into an array of various workable solutions. Above all, stands the question: Outside local differences of adapting the concept, has there formed a notion of a European writers' room? Is there the opportunity to create true pan-European writers' rooms? These are just some of the questions pondered in this important round-table discussion on the realities and challenges of the "European Room"!

WORKSHOP

13:00 - 14:30

SPEAKER



KATRIN MERKEL
→ Head of Studies Serial Eyes, dffb
→ Writers' Room Coach



TIMO GÖSSLER
→ Potsdam Filmuni

CREW LOVE – What Does The Industry Need to be Perceived as an Attractive Employer?

Together with you, we want to start developing the "Fair Production Guide", which we intend to test in some productions afterwards. Why? Because we're tired of the working conditions in our industry being subpar at times and we want to do something about it! At our "round table - talents", we discovered with industry representatives that improving working conditions is the most powerful lever to be perceived as an attractive employer. We would like to develop the initial criteria for our guide together with you and strengthen the crew love in our industry. Come by and bring your ideas and expertise! We are looking forward to a productive workshop with you!

WORKSHOP

14:45 - 15:45

HOST



HANS PETER HEINEKING
→ Innovation Manager, Creative Industry, KölnBusiness Economic Development Agency of Cologne

GÄSTE



VIOLA DANIELS
→ Film Production Manager, bildundtonfabrik



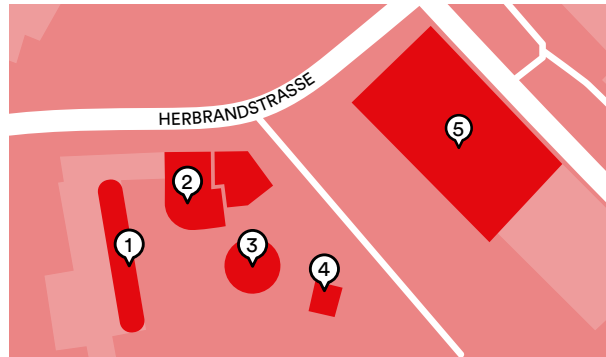
NADJA RADOJEVIC
→ CEO, ifs Internationale Filmschule Köln

The workshop will be held in German.

VENUES IMPRINT

58

VENUES



- ① ZDF STUDIOS LOUNGE
- ② HERBRAND'S RESTAURANT
- ③ HERBRAND'S RONDELL
- ④ HERBRAND'S BAHNHAUS
- ⑤ CINENOVA CINEMA

HERBRAND'S

Herbrandstr. 21, 50825 Köln

Located just one minute's walk from CINENOVA is arguably the most beautiful event venue in Cologne's Ehrenfeld district. Herbrand's, which has been based in Ehrenfeld for over 30 years, offers a diverse cultural and culinary experience with its restaurant, club, conference rooms, and beer garden. The classic BAHNHÄUSCHEN building with modern furnishings and its own outdoor area is situated in the courtyard of the Herbrand's complex, serving as a venue for smaller events. The restaurant with a bar and attached beer garden offers an extensive menu to satisfy both small and large appetites and is equipped to handle any weather conditions.

CINENOVA CINEMA

Herbrandstraße 11, 50825 Köln

The CINENOVA CINEMA is located in the heart of the multicultural district of Ehrenfeld in Cologne and impresses not only during the SERIENCAMP Season with a sophisticated, diverse, and varied cinema program. In addition to three beautiful auditoriums accommodating a total of around 650 visitors, the beer garden provides ample opportunities for stimulating conversations, open-air cinema, and more.

ORGANIZER

The SerienCamp Conference 2023 is organized by SerienCamp UG.

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CHECK OUT OUR HIGHLIGHT!

GLOBALSCREEN
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DOME 16

BY THOMAS SEEBERG
TORJUSSEN AND DANIEL
VOLDHEIM

Drama
Series, 10 x 20 min.
Produced by
Tordenfilm for NRK,
Storyline Studios
Norwegian [OV] with
English subtitles

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SOMETIME IN
THE FUTURE.
ANTON AND
EMMA ARE BOTH
SIXTEEN AND
LIVE IN THE
SAME CITY, BUT
IN DIFFERENT
CLIMATE
ZONES. THEY
WERE NEVER
SUPPOSED
TO MEET, AND
CERTAINLY NOT
FALL IN LOVE.
BUT WHEN THEY
DO, THEY MUST
TURN BOTH OF
THEIR WORLDS
UPSIDE DOWN
TO BE TOGETHER.

WWW.GLOBALSCREEN.DE





IMPRESSUM



**Film
und
Medien
Stiftung
NRW**

**Seriencamp
2023**

**Welcome to
Cologne!**

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