

# SERIENCAMP FESTIVAL

SerienCamp Festival (Subtitle: International Festival for Series and TV Culture) is a festival dedicated exclusively to serial storytelling in all its facets and its professional discussion. After taking place annually in Munich from 2015 to 2022 in November, the festival relocated to the media metropolis of Cologne for its relaunch in June 2023. In its nine years of existence, the SerienCamp has become the largest pure festival for series in Germany and one of the most renowned industry events in Europe.

The event consists of the SerienCamp Festival and the SerienCamp Conference. The SerienCamp Festival is a freely accessible public festival featuring free screenings of series episodes from around the world. The SerienCamp Conference is a professional event where creators, writers, producers, and network executives come together for creative exchange. Both events are organized and hosted by SerienCamp UG, based in Munich, and the new branch in Cologne.

## THE SERIENCAMP FESTIVAL 2023 in Cologne for the first time

The SerienCamp 2023 will take place in Cologne for the first time with its ninth edition. The festival and the conference will be held from June 13th to June 17th and June 14th to June 16th, respectively, at the Cinenova cinema and the Herbrand's event location in Ehrenfeld. The SerienCamp Festival 2023 is supported by its main sponsors, the Film and Media Foundation NRW and the State Chancellery NRW. Prime Video remains the main partner of the festival, and the ZDF Studios are the main partner of the conference. In addition to the long-standing partner DWDL, the internationally renowned industry service Deadline will serve as the official media partner for the conference.

The festival program is already complete and published. This year's opening film is Prime Video's "I'm a Virgo". Other highlights include Disney+'s documentary series "Farm Rebellion", Paramount+'s "Yellowstone" prequel "1923", arte's "Country Queen", and WOW's "The Idol". The festival is free, but tickets can be reserved in advance for a small fee through Cinenova or the SerienCamp website.

This year, the SerienCamp Festival will once again present the popular SerienCamp Awards: the winners of the Digital Short Form Award, Official Competition Award, and Critics Choice Award will be selected by our high-profile juries. The Audience Choice Award, voted by the public, will also be presented. In addition to the screenings, there will be panels, live podcasts, and fan events such as the book club with author Melanie Raabe's "Der Schatten".

The program of the SerienCamp Conference in 2023 features an exciting selection of topics, guests, and insights. The upcoming edition will include discussions and insights into topics such as the growing importance of artificial intelligence as a tool in the creative industry, the increasing significance of European co-productions, the current state of European content strategies, and the role of streaming orders in relation to adaptations and IPs in the future.

The popular work-in-progress session, moderated by DWDL boss Thomas Lückerrath since the beginning of SerienCamp, will also take place this year. Ongoing productions from

broadcasters and streaming services will provide first insights into their latest formats. The Story Exchange platform will offer pitching events and networking opportunities for producers, writers, and media professionals to present their ideas to decision-makers from various international companies. With its focus on cooperation and co-production possibilities, the Story Exchange provides an opportunity to break into the television industry and take new projects to the next level.

## **SERIENCAMP FESTIVAL**

In 2015, three series enthusiasts launched the first festival dedicated exclusively to TV series: the Seriencamp Festival. At the Seriencamp Festival, you can watch two to three episodes of new series on the big screen at the cinema and, from 2020 to 2022, on the streaming platform WATCHROOM. The program knows few boundaries: in addition to major US productions, European novelties, and German prestige projects, unusual stories and hidden gems also find their way into the program. Often, you can only see Israeli comedy or science fiction from Iceland at Seriencamp. Since 2016, an audience award (SERIENCAMP AUDIENCE CHOICE) and two jury awards (OFFICIAL COMPETITION and OFFICIAL COMPETITION SHORT FORM) have been presented annually. The winners have included major US productions like WESTWORLD, as well as hidden gems from Belgium or France.

The first edition of the Seriencamp Festival took place in October 2015 at the HFF Munich and was such a great success with over 4,000 visitors that work on a second edition began immediately. The second edition took place in October 2016 again at the HFF in Munich, now with a total of two professional days and the newly introduced Seriencamp Awards. Over the years, the number of visitors steadily grew. The third edition of the festival in October 2017 attracted approximately 5,000 visitors, while in 2018, nearly 6,000 visitors attended the fourth edition. On the fifth anniversary of the festival in 2019, numerous international and national series highlights from every genre were presented, including some important premieres. Among them was the world premiere of the fourth season of the US science fiction hit THE EXPANSE at Seriencamp, presented by the author duo of the source material, science fiction writers Daniel James Abraham and Ty Franck (James S. A. Corey). Another highlight, this time from the European side, was the world premiere of the second season of the Bavarian series hit HINDAFING, presented by the cast and crew, as well as the Austrian production MEIBERGER, attended by Fritz Karl.

In 2020, the sixth edition of Seriencamp introduced new formats online. As part of the Seriencamp Festival, the latest series highlights from 28 countries were publicly streamed for free throughout Germany via the streaming platform called WATCHROOM for 18 days in November. The WATCHROOM was a great success, attracting over 30,000 viewers from all over Germany. With Seriencamp TV, the festival provided a livestream with exclusive specials and insights from the world of TV series for three days. In addition to live talks and interactive panel discussions, there were also exciting interviews with series creators, writers, and actors, as well as many other highlights.

In 2021, the festival took on a hybrid form, streaming the series both on-site and live in the Seriencamp Watchroom.

## **SERIENCAMP CONFERENCE**

The industry event SerienCamp Conference has become one of the most important dates for series creators and enjoys an excellent reputation throughout Europe. The conference examines current developments and trends and focuses on various aspects of series development, production, and distribution in an ever-changing environment. It is aimed at creatives, writers, producers, as well as distributors, investors, and broadcasters. Since 2018, the so-called "Story Exchange" has also taken place as part of the conference, which is a market for series projects bringing together authors, producers, and broadcasters.

The Content Director of the highly successful Spanish streaming platform Movistar+, Domingo Corral, provided insights into the mechanisms that have made Spain one of the most important and productive countries for series production in a short period of time. Producer Angela Trevino from Los Angeles explained the opportunities that social media platforms offer for serial storytelling. National challenges were also extensively discussed by representatives from Sky, Joyn, and the new media company Leonine. Additionally, there were exclusive first impressions of important new German series presented by the broadcasters and creators of the projects. In 2019, 400 industry visitors attended the SerienCamp Conference.

The SerienCamp Conference took place online for the first time as a livestream over three days from November 5th to 7th, 2020. Additionally, a new addition was the PITCHPOOL, a digital networking platform that allowed authors and producers to apply with their projects and connect with distributors, investors, and broadcasters. The SerienCamp team carefully curated and selected the projects from over 300 submissions. The 75 selected projects from 18 countries were able to prepare a three-minute pitching video that was showcased online as part of the PITCHPOOL. The platform was exclusive, with only accredited individuals able to view the project ideas and engage with the creators. Over 150 meetings took place within the framework of the PITCHPOOL 2020. At the same time, the SerienCamp Conference presented an extensive and free industry program in collaboration with the industry platform DWDL.de as part of SERIENCAMP TV.

On November 10th, the SerienCamp Conference returned in person after the interruption in 2020. While the previous year brought a series of lectures, discussions, and case studies in the form of a digital edition of the industry event, 2021 marked the first step towards a return to the traditional format. After the conference's absence in 2022, SerienCamp 2023 will return with both the conference and festival and is looking forward to a spectacular restart in the film city of Cologne.