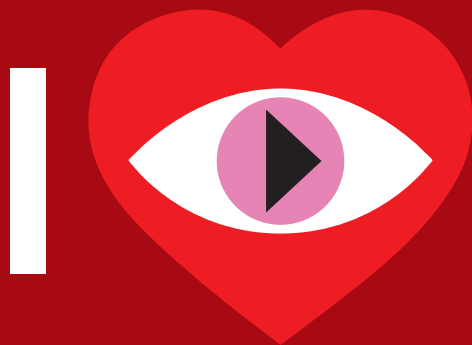


# SERIENCAMP

►► C O N F E R E N C E

03 - 05 JUNE 2025 COLOGNE



# SERIEN

PROGRAM BROCHURE

# &WEISS MORALES

4 x 90' | 8 x 45'

TWO OPPOSITE MINDS, A SINGLE INVESTIGATION

## CoPro Case Study

Wednesday, June 4<sup>th</sup> | 4 pm – 4.45 pm

Cinenova 1



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## OPENING REMARKS

Dear colleagues and industry professionals,

As the series industry continues to evolve at an extraordinary pace, forums like the SerienCamp Conference have become more essential than ever. It is in these spaces that creators, producers, distributors and decision-makers come together - to exchange ideas, forge meaningful partnerships and help shape the future of storytelling.

North Rhine-Westphalia, as one of Europe's foremost media hubs, is proud to host this vibrant platform for international dialogue and creative collaboration. At the Film- und Medienstiftung NRW, we are dedicated to championing bold voices and ambitious projects - from initial concept to final screen.

The SerienCamp Conference is more than just a marketplace of ideas; it is a celebration of creativity, innovation and shared vision. We are delighted to welcome you to Cologne and look forward to the conversations, connections and inspirations that this year's edition will bring.

Let us continue to push the boundaries of what storytelling can achieve—together.

Yours  
WALID NAKSCHBANDI  
CEO  
Film- und Medienstiftung NRW

Dear creators, producers, distributors and admirers of outstanding series,

In order to create new, targeted opportunities for the development, financing, production and distribution of exceptional programmes, it is vital to encourage an increased collaboration, co-production and co-financing between broadcasters, streaming services, production companies and distributors. At the same time, it is important to develop coordinated strategies that systematically support and exploit the global potential of our content.

SERIENCAMP CONFERENCE provides excellent networking opportunities and offers participants the chance to gather important stimulus through case studies and discussions. We are therefore delighted to support the event once again as the main partner.

Inspire. Create. Produce. Distribute. These words encapsulate the way we work at ZDF Studios Group. Our culture of appreciation and respect is just one of the many things that make us an attractive business partner and employer.

We look forward to interesting conversations with you – let's arrange a meeting.

DR. MARKUS SCHÄFER  
President and CEO  
ZDF Studios



# OPENING REMARKS

Dear colleagues and friends,

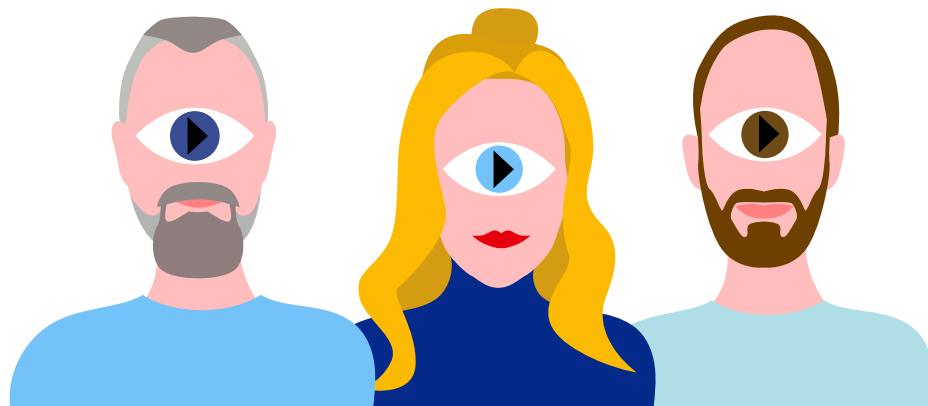
welcome to the third SerienCamp Conference in Cologne and welcome to the 11th edition of our event that started in 2015 with nothing more than a faint idea. Not all of you might know that the number eleven has a special kind of magic in and around Cologne – it is the number associated with the carnival, the official “fifth season” along the Rhine that starts on November 11 and ends on Fat Tuesday.

In this context, the number eleven stands for a lot of things – the subversion of the traditional hierarchies that rule life throughout the rest of the year, the temporary equality made possible by the upending of rules. While the current state of the audiovisual industries can definitely be equated with the topsy turvy of the fifth season, the ripples of disruption are reshaping

the realities of creating, writing, producing and selling stories.

So what to do in an industry where business models are shifting, audiences are fragmented, markets crowded and new technologies are likely changing the landscape of film, series and games deeply? Re-think radically? Follow the route of the dreaded buzzword “innovation”? Or dig in and hope to weather a storm whose end is not in sight? We definitely don’t have all the answers for all these questions. But we gathered a program brim-full with experts that share their knowledge and experience to inspire you to find the answers.

GERHARD, SIMONE & MALKO  
Team SERIENCAMP



*Bavaria Media International – Local Roots. Global Reach.*

With over 30,000 hours of premium programming across all genres, we bring outstanding German and international films and TV productions to audiences worldwide. Discover a catalogue that inspires, entertains, and travels well.

# FUNDING PARTNER & PARTNER 2025

## MAIN FUNDING PARTNER

**Film und Medien  
Stiftung NRW**

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



## MAIN PARTNER



## OFFICIAL MEDIA PARTNER

**DEADLINE**

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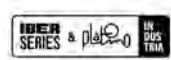
## PARTNER



SWISS FILMS



## NETWORK PARTNER



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# STORY EXCHANGE

Every year our conference features a lineup of events spotlighting talent and projects that give fresh perspectives on the current state of the industry and insight into future trends. STORY EXCHANGE connects creatives and their stories with important decision-makers in matchmaking and pitching sessions. This year's selection includes nearly 40 projects: highlights from our live pitch sessions, seven exclusive digital pitches, contributions from our network partners, and three projects developed as part of our Media 4 Mental Health initiative. The Digital Story Exchange is available online until July 30 and can be accessed exclusively by accredited users via:

[www.seriencamp.tv](http://www.seriencamp.tv) → "My Account".

## 1. CO-PRODUCTION PITCH

For our CO-PRODUCTION PITCH, eight high-profile and international co-production projects will be presented live on stage. Additionally, we'll present four selected projects that were previously featured in the co-pro markets of our partner festivals (CO-PRO+).

## 2. WRITERS' VISION PITCH

In the WRITERS' VISION PITCH, eight writers and producers of high-end series present their project ideas to industry experts in order to find potential partners.

Our jury of industry experts have carefully selected those sixteen projects. Three pitching awards will go to the most promising projects during this year's conference.



## JUNE 03

	CINEMA 1	CINEMA 2	CINEMA 3	HERBRAND'S BAHNHAUS
10:00	OPENING REMARKS 10:00-10:30			
11:00	MEET THE EUROPEAN COMMISSIONERS 10:30-11:45	20 REASONS FOR PROJECT REJECTIONS 10:30-11:15  10 GOOD STRATEGIES TO GET A GREEN LIGHT 11:15-12:15		WRITING EUROPEAN? 10:30-11:30
12:00				
13:00			ASK ME ANYTHING // JULIANA LIMA DEHNE 12:15-13:15	
14:00	MARKETING YOUR SERIES 13:00-14:15  NOSTRADAMUS REPORT 2025 14:15-14:45  WHAT IS TRUE INNOVATION? 14:45-15:30	CO-PRO- DUCTION PITCH PT. 1 14:00-15:15		NO STIGMA AROUND MEN- TAL HEALTH CRISES 13:30-14:30
15:00				TRAVELLING THE WORLD WITH „GHOSTS“ 15:00-16:00
16:00		CO-PRO- DUCTION PITCH PT. 2 15:45-17:00		
17:00	WORK IN PROGRESS/ NEXT FROM - PART 1 16:00-17:30			FROM IDEA TO SERIES 16:30-17:30

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OPENING  
REMARKS

We're kicking off SerienCamp Conference with a keynote that cuts right to the core: why serious investment in Germany's and Europe's creative industries isn't just nice to have — it's essential.

Dr. Markus Schäfer shares his perspective on what it takes to future-proof our sector, why backing talent and cultural storytelling is a strategic move, and why it's necessary to build a stronger, more resilient creative ecosystem.

## INSIGHTS

10:00 – 10:30

## SPEAKER

**DR. MARKUS SCHÄFER**  
→ Speaker of Geschäftsführung /  
President & CEO // ZDF Studios

## HOST

**GERHARD MAIER**  
→ Program Director // SERIENCAMP

MEET THE  
EUROPEAN  
COMMISSIONERS

Get exclusive insights into the minds behind the greenlights. In this focused session, 14 leading Commissioning Editors from across Europe share their editorial strategies, current slates and what they're actively seeking in co-productions. Whether you're a producer, writer or creative, this is a unique opportunity to understand their priorities and connect with key decision-makers shaping the future of scripted content.

## INSIGHTS

10:30 – 11:45

## COMMISSIONING EDITORS

**SEBASTIAN LÜCKEL** → ARD DEGETO  
**OLE KAMPOVSKI** → NDR  
**MICHELE ZATTA** → RAI  
**MORAD KOUFANE** → FRANCE TELEVISION  
**ELLY VERVLOET** → VRT  
**MARIANNE FUREVOLD-BOLAND** → NRK  
**JARMO LAMPELA** → YLE  
**JULIUS WINDHORST** → ZDF/ARTE  
**BETTINA ALBER** → SRF  
**SABINE WEBER** → ORF  
**PERNILLE BECH CHRISTENSEN**  
→ TV2 DENMARK  
**ALEXANDER BICKEL** → WDR  
**SIMON RIEDL** → SWR  
**FRANK SEYBERTH** → ZDF

## HOST

**TORSTEN ZARGES**  
→ Chief Reporter // DWDL

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**DWDL.de**  
on www.medienmagazin.de

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# MARKETING YOUR SERIES

## HOW TO CUT THROUGH THE CLUTTER & FIND YOUR AUDIENCE

### The Story Isn't Enough: Strategies for Engagement in a Noisy World (Keynote)

With series like LOVE SUCKS, and PUSH, public broadcaster ZDFneo has scored a string of successes that resonated with audiences and attracted new viewers to its streaming platform. In an age of content overabundance, this is much more than just creating great stories – the magic lies in truly engaging audiences. Bianka Bunde shares an insightful look into ZDFneo's playbook.

### How To Cut Through the Clutter & Find Your Audience (Panel)

In today's market, creating a great series is no longer enough – you have to find your audience and spark their excitement for your stories. But what does that really mean in a media landscape where capturing attention and engagement is harder than ever? When should you start thinking about your audience and what strategies can help win them over – whether organically or through marketing efforts?

Marketing experts, creatives, producers and experts discuss the fine art of maximizing the chances for success and share insights and strategies for creating and marketing stories that truly resonate with audiences.

#### INSIGHTS

13:00 – 14:15

#### KEYNOTE

**BIANKA BUNDE**

→ Distribution and Social Media Manager  
// ZDFneo

#### PANEL

**SAMYA HAFSAOUI**

→ Host, Actress, Writer, and Journalist

**BENJAMIN KERNECK**

→ Managing Director // BDA Creative

**BIANKA BUNDE**

→ Distribution and Social Media Manager // ZDFneo

#### HOST

**MARIKE MUSELEARS**

→ Head of International Financing & Co-Production // Nordisk Film Productions

# NOSTRADAMUS REPORT 2025

Foresight meets strategy in this essential keynote presentation of the Nostradamus Report 2025.

Media analyst and author Johanna Koljonen offers a sharp and research-driven look into the future of the European audiovisual sector. From shifting business models to evolving audience expectations to technological disruption, this session delivers the insights needed to navigate what's next.

#### INSIGHTS

14:15 – 14:45

#### SPEAKER

**JOHANNA KOLJONEN**

→ Media Analyst & Author // Nostradamus Report

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Film Festival



Svenska  
Filminstitutet

# WHAT IS TRUE INNOVATION?

Leadership & Mindset in a Disrupted Industry

Building on the future-facing insights of the Nostradamus Report 2025, this panel explores what true innovation really means in an audiovisual industry facing constant disruption. As digital transformation accelerates, audience behaviours evolve and value chains shift, the rules of the game are being rewritten. But innovation isn't just about new tools or technologies — it's about leadership, mindset and the willingness to question long-held assumptions. So what does it take to lead with vision in uncertain times?

Bringing together industry leaders from across development, production and commissioning, this session looks at how innovation is being applied not only to content but to decision-making, organizational structures and creative culture.

#### INSIGHTS

14:45 – 15:30

#### SPEAKERS

**JOHANNA KOLJONEN**

→ Media Analyst & Author // Nostradamus Report

**MARIANNE FUREVOLD-BOLAND**

→ Head of Drama // NRK

**CLAUDIA BLÜMHUBER**

→ CEO, Managing Partner // Silver Reel

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# WORK IN PROGRESS / NEXT FROM... 1

No SerienCamp Conference is complete without one of our most popular formats: WORK IN PROGRESS. In a proud tradition spanning more than ten years, German broadcasters and streamers present their upcoming prestige projects to our wonderful host Tomasso Schultze, offering an early glimpse at the shows that will shape the programming landscape in the months ahead. Because good things come in threes, this year's future series highlights will be presented in three blocks spread across the three days of the Conference, each paired with one of our other beloved crystal ball formats. In NEXT FROM..., broadcasters and streamers will offer a broader preview of their future programming plans.

## WORK IN PROGRESS / NEXT FROM... 1

16:00 – 17:30

### HOSTS

**THOMAS SCHULTZE (WIP)**  
→ Editor in Chief // SPOT media & film

**STEWART CLARKE (NEXT FROM)**  
→ Editor in Chief // Deadline

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### SPEAKERS

**WE COME IN PEACE (TV4, ZDF)**  
**PIODOR GUSTAFSSON**  
→ Producer // Spark  
**NICOLAS CORSON**  
→ VFX Supervisor  
**CLAUS WUNN**  
→ Producer // ZDF

**MOZART/MOZART (WDR, ORF)**  
**ANDREAS GUTZEIT**  
→ Showrunner, Producer  
**SWANTJE OPPERMANN**  
→ Writer  
**JESSICA DE ROOIJ**  
→ Composer, Producer  
**FRANK TÖNSMANN**  
→ Commissioning Editor // WDR

**NEXT FROM... NEW8**  
**JARMO LAMPELA**  
→ Head of Drama // YLE  
**KATHARINA KREMLING**  
→ Commissioning Editor // ZDF  
**ELLY VERVOLET**  
→ International Drama Expert // VRT  
**MARIANNE FUREVOLD-BOLAND**  
→ Head of Drama // NRK

# “YOUR SERIES CONCEPT IS AMAZING, BUT...”

## 20 Reasons for Project Rejections and What to Learn From These.

Why do great series ideas still get turned down? In this practical and eye-opening keynote, Tim Biedert takes you behind the scenes of how international streamers search for, evaluate, and greenlight projects. With 20 real-world reasons for (friendly) rejections — from strategic misfits to missing marketing potential — this session offers invaluable insight into what decision-makers are looking for, and how creators can sharpen their pitches for success.

### STORY EXCHANGE

10:30 – 11:15

### SPEAKERS

**TIM BIEDERT**  
→ Freelance Producer

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# 10 GOOD STRATEGIES TO GET A GREEN LIGHT

## What makes a pitch stand out in a crowded market?

Following Tim Biedert's keynote on rejections, this panel flips the script: exploring what actually works. Joined by experienced experts Steve Matthews (Banijay Entertainment) and Frank Tönsmann (WDR), the discussion dives into practical and proven strategies for writers and producers to craft and (most importantly) pitch concepts that resonate with broadcasters and streamers — and increase their chances of getting that elusive green light.

### STORY EXCHANGE

11:15 – 12:15

### SPEAKERS

**TIM BIEDERT**  
→ Freelance Producer

**STEVE MATTHEWS**  
→ Head of Scripted, Creative // Banijay Entertainment

**FRANK TÖNSMANN**  
→ Commissioning Editor // WDR

**DANNA STERN**  
→ Executive Producer, Global Content Executive // In Transit Productions

**MARIANNE WENDT**  
→ Writer, Director, Showrunner

### HOST

**NICK EDWARDS**  
→ Journalist

### CO-ORGANISED WITH





# CO-PRODUCTION PITCH

With the support of our Co-Production Jury, we have selected eight series projects from a broad pool of submissions to our Call for Projects. These projects will be presented by eight production companies to an audience of producers, distributors, investors and potential partners.

Additionally, we're expanding our Co-Pro Pitch with an additional out-of-competition segment this year: Co-Pro+. In collaboration with international series festivals, we'll present four selected projects that were previously featured in the co-pro markets of our partner festivals. Our 2025 partners include the PÖFF / Tallinn Black Nights Film Festival, Serializados (Barcelona), Iberseries Platino Industria (Madrid) and the Göteborg Film Festival (TV Drama Vision)

The Co-Pro+ projects are fully integrated into the main Co-Pro Pitch program. The live sessions are split into two blocks, each featuring four competition projects followed by two Co-Pro+ presentations. While these projects are not eligible for awards, they benefit from increased visibility and networking opportunities at the SerienCamp Conference.

You can find an overview in the timetable below and detailed information in our Story Exchange brochure.

**1291**  
By Zodiac Pictures Ltd.  
Presented by: Lennart Lenzing (Producer)

**A REMARKABLE WOMAN**  
By Right Side Productions Ltd  
Presented by: Pat Tookey-Dickson (Producer)  
Anastasiia Starova (Writer)

**BLOODY DUNES**  
By Magic Film  
Presented by: Greta Akcijonaitė (Producer),  
Andrius Lekavicius (Writer)

**BRKN**  
By Glassriver  
Presented by: Andri Ómarsson (Producer),  
Thorleifur Orn Arnarsson,  
Margret Ornlófsdóttir

**COLORBLIND**  
By Playtime Films  
Presented by: Bertrand Willems (Producer),  
Singo Elanga (Writer & Creator)

**HELSINKI 1939**  
By Take Two Studios  
Presented by: Eero Hietala (Producer), AJ  
Annala (Writer & Director)

**LYMBUS**  
By 70 Steps  
Presented by: Junus Baker (Producer), Daniel  
Tenné (Producer)

**TELEGRASS**  
By Medalia Productions, Above the Clouds  
Presented by: Jeff Hoffman

# ASK ME ANYTHING...

The AMA sessions with experts from different parts of the audiovisual industry are entering their fifth edition. Each AMA session offers the opportunity to get answers to those burning questions you never had the chance to ask.

How can writers take charge of their careers in a changing industry? In this interactive session, writer and producer Juliana Lima Dehne shares insights on positioning yourself as a brand, navigating the market and thinking beyond the script. Bring your questions and get practical advice on how to develop your career.

**TEN WITH A FLAG (CO-PRO+)**  
By Kärnfilm, Reinvent Studios, SVT  
Presented by: Sofie Siboni (Producer)

**A SERIES OF PEOPLE (CO-PRO+)**  
By Nanouk Films  
Presented by: Sergi Cameron (Producer)

**SECOND SEASON (CO-PRO+)**  
By Boogaloo Films  
Presented by: Bernat Manzano Val (Producer),  
Katia So (Co-Producer, Sales Agent)

**THE CODE OF THULE (CO-PRO+)**  
By Oree Films  
Presented by: Helen Löhmus (Producer), Uwe  
Lützem

## PITCHING SESSIONS

**PART 1: 14:00 – 15:15**  
**PART 2: 15:45 – 17:00**

## JURY

**HENRIKE VIEREGGE**  
→ Editor, Fiction Department // WDR

**PERNILLE BECH CHRISTENSEN**  
→ Senior Executive Producer // TV2 Denmark

**MARIA CERVERA**  
→ Head of Content and Executive Producer // Cattleja Producciones (ITV Studios)

**EMMANUEL ECKERT**  
→ Deputy Acquisition, Director & Producer

## HOST

**ALEXANDRA HEIDRICH**  
→ Strategy & Development // SERIENCAMP

## ASK ME ANYTHING

**12:15 – 13:15 // CINEMA 3**

## SPEAKER

**JULIANA LIMA DEHNE**  
→ Writer, Producer

## HOST

**JOHANNA NUNNU KARPINEN**  
→ COO, Head of International // Post Control

## WRITING EUROPEAN?

### The Case for and Against European Writers Rooms

Stories travel – but writers often don't. Why do writers from different countries still rarely work together in European writers' rooms? What happens when different storytelling traditions meet: Do they clash or create something new? How can diverse cultural perspectives make stories stronger? Even though series are sold and streamed internationally, the creative process often stays within national borders.

This panel explores why cross-border collaboration in European writers' rooms remains rare and what happens when it does. Do different storytelling traditions collide or enrich each other? Join the discussion on the creative potential, cultural challenges and future of writing beyond national borders in a truly international industry.

#### SERIENCAMPUS

10:30 – 11:30

#### SPEAKERS

**JULIANA LIMA DEHNE**  
→ Writer, Producer

**AGATA MALESIŃSKA**  
→ Writer, Creator

#### HOST

**PATRICK PARADON**  
→ Student, Writer

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## NO STIGMA AROUND MENTAL HEALTH CRISES?

### Truthful Depictions & Awareness in Series and Films

Truthful depictions of mental health during acute or chronic crises pose a significant challenge – not only for writers but for everyone involved. Striking the right balance between dramatic storytelling needs and factual accuracy is already difficult. Creating portrayals that resonate positively with those affected – while also appealing to a broader audience and avoiding the repetition of stereotypes – is even harder. Ideally, stories about mental health should raise awareness and contribute to destigmatization.

Drawing on recent series praised for their thoughtful portrayals, writers and producers share their insight into the creative decisions behind them.

#### SERIENCAMPUS

13:30 – 14:30

#### SPEAKERS

**ZOE MAGDALENA**  
→ Writer, Actor

**DMYTRO KHRYPUN**  
→ Creative Producer // ICTV

**DR. MARCO ZIERHUT**  
→ Consultant, Medical Director of the Department for Schizophrenia and Spectrum Disorders // Charité

#### HOST

**EMILY THOMEY**  
→ Journalist

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## TRAVELLING THE WORLD WITH GHOSTS

### The Fine Art of Great Format Adaptations

Since its premiere in 2019, the British comedy show GHOSTS has traveled remarkably well: with local adaptations in the US, France, Australia and Greece, the story of a young couple and their deceased ghostly housemates has become a favorite with audiences worldwide. The German version, featuring its own unique twists on the lineup of ghosts, recently premiered to wide acclaim.

The creators and writers behind the series share their experiences in adapting the successful show: What makes a good adaptation? How can you identify which cultural idiosyncrasies to preserve and which to change? And what do the creators of the original series appreciate most about the different adaptations?

#### SERIENCAMPUS

15:00 – 16:00

#### SPEAKERS

**ANKE HIRSCHHEL**  
→ Commissioning Editor // WDR

**EVA HOLTMANN**  
→ Head of Fiction // BBC Studios Germany

**CHARLES HARRISON**  
→ International Scripted Format Producer // BBC Studios

**YVES HENSEL**  
→ Writer

#### HOST

**EMILY THOMEY**  
→ Journalist

## FROM IDEA TO SERIES

### How the *audience:first* lab Propels Creative Impulses

How does an initial idea become a broadcast-ready series – and what steps lie in between? This session offers a behind-the-scenes look at the ZDF series *Bad People*, a project that originated in the *audience:first* storytelling lab – an initiative by Bayerischer Rundfunk in collaboration with the Drehbuchwerkstatt München lead by Matthias Leitner (BR) and Julia Zantl (Drehbuchwerkstatt München). After a brief introduction, we will screen highlights of the series. The subsequent discussion will focus on the development process from the lab's first day to the finished production. Author Julia Mirjam Cantuária, producer Lara Stump (Hager Moss), and Jakob Zimmermann (ZDF) will share how ideas were refined, target audiences engaged, and feedback loops implemented.

The *audience:first* storytelling lab sees itself as a catalyst for new voices and collaborative story development. This session offers hands-on insights into a path that must constantly be reimagined – with creativity, patience, and teamwork.

#### SERIENCAMPUS

16:30 – 17:30

#### SPEAKERS

**JACOB ZIMMERMANN**  
→ Commissioning Editor // ZDF

**LARA STUMP**  
→ Producer // Hager Moss

**JULIA MIRJAM CANTUÁRIA**  
→ Writer

#### HOST

**JULIA ZANTL**  
→ Project Management // *audience:first* lab

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## JUNE 04

	CINEMA 1	CINEMA 2	CINEMA 3	HERBRAND'S BAHNHAUS
10:00	EMPOWERING CREATIVES 10:00-10:45			BECOMING THE STORY 10:00-11:00
11:00	MORE CREATIVE CONTROL FOR TALENT 10:45-11:30	WRITERS' VISION – PITCH PT. 1 10:45-11:30	ASK ME ANYTHING // ABOUT INTERNA- TIONAL SALES 10:30-11:30	
12:00	DEADLINE GER- MAN DISRUPTOR AWARD 11:30-12:00 FIRESIDE CHAT W/ JOHANNES JENSEN 12:00-12:30	WRITERS' VISION – PITCH PT. 2 12:00-12:45		WE CAN FIX IT IN POST 11:30-12:30
13:00				
14:00	REALITIES OF CO-PRODUCTION IN 2025 13:45-14:45	AWARD CEREMONIES 13:45-14:30		DEEP DIVE: MOZART/ MOZART 13:30-14:30
15:00	AFROPEAN COPRO BOOSTER 14:45-15:30	PRODUCERS VISION PITCH 14:45-15:45		PAST PERFECT 15:00-16:00
16:00	COPRO CASE STUDY: WEISS & MORALES 16:00-16:45	IFS MA SERIAL STO- RYTELLING - MASTER'S PITCHES 2025 16:00-17:30	ASK ME ANYTHING // AFROPEAN CO-PRODUCTION 16:00 - 17:00	
17:00	WORK IN PROGRESS/NEXT FROM – PT. 2 16:45-17:30			MESSY, WEIRD & PERSONAL 16:30-17:30

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EMPOWERING  
CREATIVES,  
PACKAGING  
SUCCESSBusiness Models for the New  
Market Reality?

The ability to skillfully develop and package projects has become more crucial than ever for securing quick green lights from broadcasters and streamers. Enabling talent like writers, directors or authors of source material to be more deeply involved in development processes and co-production structures ensures full creative investment. Various business models, centered around creative-owned production companies at their core or with talent agencies and production companies boosting synergies, lead to new co-production frameworks that give talent greater control and bargaining power.

Using examples from France, Spain and Germany, this session dives deep into the advantages and challenges of these emerging models.

## INSIGHTS

10:00 – 10:45

## SPEAKERS

ANXO RODRÍGUEZ

→ Producer // ESPOTLIGHT MEDIA, S.L.

ELSA HUISMAN

→ Attorney // Studio 112

CHRISTOPH FEY

→ Attorney // Von Have Fey

## HOST

NICK EDWARDS

→ Journalist

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MORE CREATIVE  
CONTROL FOR  
TALENTWriters, Actors & Directors as  
Producers

How can creators and writers secure strong positions when it comes to pivotal creative decisions? How can actors ensure they get the roles they are truly interested in and have a say, at the creative level? In addition to working with the right partners, building strong teams and maintaining an overall hands-on approach, contractual setups appear to be essential. Contributing not only as a writer or actor but also in other roles often requires setting up companies and acting as entrepreneurs.

But is this approach only accessible to veteran writers? How do broadcasters and streamers view this development? And what does it mean for day-to-day operations?

## INSIGHTS

10:45 – 11:30

## SPEAKERS

ÓLAFUR DARRI ÓLAFSSON

→ Actor, Producer

KELLY SOUDERS

→ Showrunner, Executive Producer

NOÉMIE SAGLIO

→ Writer, Director, Showrunner

## HOST

JESSE WHITTOCK

→ Journalist // Deadline

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# DEADLINE GERMAN TV DISRUPTOR AWARD

How to follow up last year's award premiere – offline fast? Probably by continuing our young tradition of working with Deadline to honor outstanding personalities from the German TV and film business that have defined the industry through excellence and by breaking barriers.

This year's award winner and follow-up to last year's Annette Hess is multiple Grimme- and Deutscher Fernsehpreis winner Philipp Käßbohrer, who in a mere 20 years has risen to the forefront of the German television industry with his very own bildundtonfabrik here in Cologne. In addition to winning multiple prizes for his TV formats with Germany's satirical moral institution Jan Böhmmermann, he made history with one of the first German Netflix Originals HOW TO SELL DRUGS ONLINE (FAST), whose fourth season just started streaming. His second Netflix production, KING OF STONKS, won him the prestigious Deutscher Fernsehpreis 2023 for best comedy series.

Deadline's very own STEWART CLARKE will host a fireside chat with our second disruptor, Philipp Käßbohrer.

## INSIGHTS

11:30 – 12:00

## WINNER

PHILIPP KÄSSBOHRER

→ Writer, Producer, Showrunner, Creator & Director

## HOST

STEWART CLARKE

→ Journalist // Deadline

# NAVIGATING INDUSTRY SHIFTS, WEATHERING DISRUPTION

## A Fireside Chat with Johannes Jensen (Banijay Entertainment)

In an industry where it has become more important than ever to stay attuned to the evolving needs of broadcasters, streamers and audiences, innovation has become a core value for future-proofing success in a shifting production landscape. As Head of Scripted Business at Banijay Entertainment, Johannes Jensen oversees essential strategic decisions for the scripted division. With decades of experience – from producing the world's first Survivor to steering major Nordic powerhouses like Jarowskij and Yellow Bird – Jensen offers unique perspectives on how innovation drives scale, sustainability and smart co-productions.

What does it take to create relevant scripted content in an increasingly global and competitive market? How can production companies adapt creatively and operationally to new audience behaviors, technologies and financing models? And what role does collaboration play in driving innovation within an international company?

## INSIGHTS

12:00 – 12:30

## SPEAKERS

JOHANNES JENSEN

→ Head of Scripted Business // Banijay Entertainment

## HOST

JESSE WHITTOCK

→ Journalist // Deadline

# REALITIES OF CO-PRODUCTION IN 2025

## Challenges & Opportunities for the European Model

As the European production landscape continues to shift, one trend is clear: co-productions are becoming a crucial lifeline — not only for ambitious high-end series but increasingly for smaller and mid-scale projects as well. With budgets shrinking and production costs rising, collaboration across borders has never been more important.

But the European co-production model comes with its own set of challenges. From aligning multiple partners and funding structures to reconciling different creative visions and navigating complex legal or cultural frameworks, co-producing is as much about diplomacy as it is about storytelling.

This panel brings together producers, broadcasters and industry experts to unpack what co-production looks like in 2025. What's working? What needs to change? And how can creatives and companies build resilient, future-ready partnerships that go beyond the traditional model?

## INSIGHTS

13:15 – 14:45

## SPEAKERS

FLEUR WINTERS

→ Founder, Producer, Creator // Big Blue MARIA VALENZUELA

→

ANDRI ÓMARSSON

→ CEO, Producer, Owner // Glassriver

ADRIENNE FRÉSJACQUES

→ Producer // ARTE France

## HOST

IRINA IGNATIEW-LEMKE

→ Executive Producer, Managing Director // Boxworks Media

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## AFROPEAN CO-PRODUCTION BOOSTER

### Co-Operation & Co-Creation as Equals

As Africa's audiovisual sector continues to grow at remarkable speed, it offers exciting new opportunities for co-production and creative exchange with Europe. This panel explores how meaningful collaboration can be built on equal footing — fostering authentic storytelling, discovering emerging talent and bridging markets. With a focus on co-creation, mutual respect and long-term partnerships, industry voices from both continents share their insights on navigating this dynamic and evolving landscape.

#### INSIGHTS

14:45 – 15:30

#### SPEAKERS

##### CÉCILE GÉRARDIN

→ Head of Drama Development // Canal+ International

##### ALEX OGOU

→ Director, Actor, Screenwriter, Production Manager

##### DESIREE KAHIKOPO-MEIFFRET

→ Producer, Writer, Director

#### HOSTS

##### RAVI KARMALKER

→ Producer, Writer, Director

##### JEAN-ALEXANDER NTIVYIHABWA

→ Producer, Writer, Director

## COPRO CASE STUDY: WEISS & MORALES

### Co-Production on a European Level

... even for smaller or mid-sized productions – is increasingly becoming the norm. Producers, broadcasters and streamers face challenges such as navigating more complex financing models, establishing long-term and trusted co-production partnerships, and balancing the differing demands of local audiences when it comes to content quality.

Against the backdrop of a perceived shift in series production towards more evergreen formats, this case study shines a light on the current realities of co-production from creative, market and financial perspectives.

#### INSIGHTS

16:00 – 16:45

#### SPEAKERS

##### NINA HERNANDEZ

→ Head of Content // Portocabo

##### PETER NADERMANN

→ General Manager // Nadcon Film

##### KATHARINA KREMLING

→ Commissioning Editor // ZDF

##### SUSANNE FRANK

→ Director Drama // ZDF Studios

## WORK IN PROGRESS 2 / NEXT FROM...

### WORK IN PROGRESS returns with more exclusive previews straight from the source.

For over a decade, this format has given industry insiders a first look at the standout productions coming from Germany's top broadcasters and streamers. Today's session continues that tradition, delivering fresh insights into the stories and series set to hit screens soon. As always, each block is paired with a future-focused glimpse: in NEXT FROM..., platforms share a broader look at what's in development behind the scenes.

### WORK IN PROGRESS / NEXT FROM... 2

16:45 – 17:30

#### HOST

##### THOMAS SCHULTZE

→ Editor in Chief // SPOT media & film

#### SPEAKER

##### DIE DÜSTEREN

→ ZDF

##### ARNE NOLTING

→ Writer, Creator

##### JAN-MARTIN SCHARF

→ Writer, Director, Creator

##### ANDI WECKER

→ Executive Producer // Network Movie

##### JOHANNES FRICK-KÖNIGSMANN

→ Commissioning Editor, Deputy Team Manager // ZDF

#### NEXT FROM... ARTE

##### EVA-MARIA VON GELDERN

→ Commissioning Editor // ARTE

#### CO-ORGANISED WITH



THE SPOT  
MEDIA & FILM

# WRITERS' VISION PITCH

Eight promising series projects in early development take the spotlight, selected with the support of our advisory board of industry experts. In this pitch session, writers and producers present their creative visions to an audience of industry professionals – including producers, distributors, investors and potential partners – offering a first look at the next wave of standout storytelling.

**ERIKA**  
→ Presented by: Zero Pilnik (Writer, Director)

**HEEL**  
→ Presented by: Lisa Brunke (Writer)

**HOTEL LOVE**  
→ Presented by: György Barathy (Writer)

**NORTHERN LIGHTS**  
→ Presented by: Vasco Viana (Director), Sean Patterson (Producer)

**ON THE ROCKS**  
→ Presented by: Kat Geborys (Writer)

**PAPER BOY**  
→ Presented by: Thuy Trang (Writer)

**SITTER CITY**  
→ Presented by: Suzie Léger (Writer)

**TALKING HEADS**  
→ Presented by: Pia Schuster (Writer), Annika Heller (Co-Writer)

## PITCHING SESSIONS

PART 1: 10:45 – 11:30  
PART 2: 12:00 – 12:45

## JURY

**SOPHIE TOTH**  
→ Creative Producer // shining nice

**LENKA SZÁNTÓ**  
→ Creative Producer // tv Nova/VOYO

**THOMAS KREN**  
→ Development Executive // Bavaria Fiction

**GABOR KRIGLER**  
→ Writer & Producer, Founder Joyrider, Head of Studies // Midpoint Institute

## HOST

**HELENA PAULINA REICHE**  
→ Head of Story Exchange // SERIENCAMP

# AWARD CEREMONY STORY EXCHANGE & MEDIA 4 MENTAL HEALTH

Join us as we honour the standout projects of this year's pitching sessions. Awards will be presented to one outstanding project from the Co-Production Pitch Sessions and one from the Writers' Vision Pitch, as selected by our international jury. In addition, we celebrate the winners of the Media 4 Mental Health pitch, recognising powerful storytelling that promotes mental health awareness and representation. A moment to spotlight fresh ideas, emerging talent, and meaningful stories shaping the future of European series.

## STORY EXCHANGE

13:45 – 14:30

## HOST

**JOHANNA NUNNU KARPPINEN**  
→ COO, Head of International // Post Control

## CO-ORGANISED WITH



# JUNE 03

	CINEMA 1	CINEMA 2	CINEMA 3	HERBRAND'S BAHNHAUS
10:00	OPENING REMARKS 10:00-10:30			
11:00	MEET THE EUROPEAN COMMISSIONERS 10:30-11:45	20 REASONS FOR PROJECT REJECTIONS 10:30-11:15		WRITING EUROPEAN? 10:30-11:30
12:00		10 GOOD STRATEGIES TO GET A GREEN LIGHT 11:15-12:15		
13:00			ASK ME ANYTHING // JULIANA LIMA DEHNE 12:15-13:15	
14:00	MARKETING YOUR SERIES 13:00-14:15			NO STIGMA AROUND MENTAL HEALTH CRISES 13:30-14:30
15:00	NOSTRADAMUS REPORT 2025 14:15-14:45	CO-PRO- DUCTION PITCH PT. 1 14:00-15:15		TRAVELLING THE WORLD WITH „GHOSTS“ 15:00-16:00
16:00	WHAT IS TRUE INNOVATION? 14:45-15:30			
17:00	WORK IN PROGRESS/ NEXT FROM - PART 1 16:00-17:30	CO-PRO- DUCTION PITCH PT. 2 15:45-17:00		FROM IDEA TO SERIES 16:30-17:30

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# JUNE 04

	CINEMA 1	CINEMA 2	CINEMA 3	HERBRAND'S BAHNHAUS
10:00	EMPOWERING CREATIVES 10:00-10:45			BECOMING THE STORY 10:00-11:00
11:00	MORE CREATIVE CONTROL FOR TALENT 10:45-11:30	WRITERS' VISION – PITCH PT. 1 10:45-11:30	ASK ME ANYTHING // ABOUT INTERNA- TIONAL SALES 10:30-11:30	
12:00	DEADLINE GER- MAN DISRUPTOR AWARD 11:30-12:00			WE CAN FIX IT IN POST 11:30-12:30
13:00	FIRESIDE CHAT W/ JOHANNES JENSEN 12:00-12:30	WRITERS' VISION – PITCH PT. 2 12:00-12:45		
14:00	REALITIES OF CO-PRODUCTION IN 2025 13:45-14:45	AWARD CEREMONIES 13:45-14:30		DEEP DIVE: MOZART, MOZART 13:30-14:30
15:00	AFROPEAN COPRO BOOSTER 14:45-15:30	PRODUCERS VISION PITCH 14:45-15:45		PAST PERFECT 15:00-16:00
16:00	COPRO CASE STUDY: WEISS & MORALES 16:00-16:45	IFS MA SERIAL STO- RYTELLING - MASTER'S PITCHES 2025 16:00-17:30	ASK ME ANYTHING // AFROPEAN CO- PRODUCTION 16:00-17:00	
17:00	WORK IN PROGRESS/NEXT FROM – PT. 2 16:45-17:30			MESSY, WEIRD & PERSONAL 16:30-17:30

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# JUNE 05

	CINEMA 1	CINEMA 2	HERBRAND'S BAHNHAUS	RONDELL HERBRANDS
10:00	WORK IN PROGRESS 3 10:00-11:00			
11:00	AI FOR REAL 11:00-11:45	TALENT IN PROGRESS PITCH – FILM SCHOOLS 11:00-11:45	OFF-CENTER & IN THE MIDDLE OF NOWHERE? 11:30-12:30	GAMES & SERIES: NETWORKING & FISH BOWL 10:15-12:15
12:00				
13:00	GAMES & SERIES KEYNOTE 12:45-13:00	TALENT IN PROGRESS PITCH – LABS 12:15-13:15		
	GAMES & SERIES - IP & ADAPTA- TIONS 13:00-13:45		THE POWER OF TOGETHER 13:00-14:00	
14:00	GAMES & SERIES - INTERACTION & INTERACTIVE DESIGNS 13:45-14:30	BOARDERS AND WRITING STORIES THAT MATTER 13:45 - 14:30		
15:00	INTIMACY & SEX 15:00-15:45	GAMES & SERIES - IP BUILDING IS WORLDBUILDING 15:00-16:00		
16:00	NEXT FROM... RTL+ 15:45-16:05			
17:00				





## PARTIES & SPECIAL EVENTS

There's no SerienCamp Conference without its parties. Legendary among the legends: Eitelsonnenschein, who will be celebrating 20 years in business with us, with you and with a lot of drinks (obviously!). And if your still on the lookout for even more networking- and party-possibilities, you are welcome to join us and our partners for the following events:

### EITELSONNENSCHN X SERIENCAMP CONFERENCE PARTY

- Organised with: eitelsonnenschein
- When: 04.06.25, 08:00 PM - 12:00 PM
- Where: Alte Zuckerwarenfabrik / Niehler Kirchweg 124 / 50733 Köln-Nippes
- Who: Open to all SerienCamp Conference Attendees (RSVP to E-Mail-Invitation!)

### GAMES & SERIES NETWORKING BREAKFAST

- Organised with: Nordisk Film & Nordisk Games
- When: 05.06.25, 10:15 AM - 12:15 PM
- Where: Herbrand's Rondell & Beergarden
- Who: Open to all SerienCamp Conference Attendees (Limited Capacity!)

### SEAN PITCHING CIRCUS

- Organised with: SEAN - Alumni Netzwerk der Film- und Fernsehakademie Berlin
- When: 05.06.25, 6:00 PM - 10:00 PM
- Where: Bürgerzentrum Ehrenfeld (Großer Saal // Venloer Str. 429, 50825 Köln)
- Who: Open to all SerienCamp Conference Attendees

## INDUSTRY LOUNGES @HERBRAND'S

We are happy to welcome these companies and associations in the industry lounges located in the heart of Herbrand's beer-garden.

TUESDAY



WEDNESDAY



### SWISS FILMS



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# PRODUCERS' VISION PITCH

Four selected European production companies take the stage to share their creative vision, production philosophy and what defines their slate. Aimed at producers, broadcasters, writers and creative talent, the Producers' Vision Pitch offers valuable insight into what drives these producers, the stories they champion and how they see future collaborations taking shape. Plus: a sneak peek at current and upcoming projects in development.

## STORY EXCHANGE

15:00 - 16:00

## SPEAKERS

### ERIK PACK

→ Senior Vice President // Global Co-production at Boat Rocker Studios

### HÖRÐUR RÚNARSSON

→ Executive Producer, Creator // Act4

### BRENDAN FITZGERALD

→ CEO // Secuoya Studios

### AL MUNTEANU

→ BriskPace Studios

# ASK ME ANYTHING...

## ...about International Sales

How do you make your series stand out in a crowded global market? In this interactive session, seasoned experts Susanne Frank (ZDF Studios) and Helge Köhnen (Bavaria Media) share their insights on what truly travels across borders — and what doesn't.

From genres and formats that are in demand to the role of cast, tone and originality, this is your chance to ask the real questions. What are buyers looking for right now? When should you think about international potential in development? And how can you position your project for maximum appeal without compromising your creative voice? Bring your questions — and leave with answers you can use.

## ASK ME ANYTHING

10:30 - 11:30

## SPEAKERS

### SUSANNE FRANK

→ ZDF Studios

### HELGE KÖHNEN

→ Bavaria Media

## HOST

### JOHANNA NUNNU KARPPINEN

→ COO, Head of International // Post Control

# ASK ME ANYTHING...

## ...about Afropean Co-Productions

Curious about how to kick-start or strengthen Afro-European co-productions? In this open Q&A session, industry experts share hands-on advice, personal experiences and practical insights into building successful partnerships across continents. Bring your questions and join the conversation on co-creation, collaboration and making projects work on equal footing.

## ASK ME ANYTHING

16:00 - 17:00

## SPEAKERS

### CÉCILE GÉRARDIN

→ Head of Drama Development // Canal+International

### ALEX OGOU

→ Director, Actor, Screenwriter, Production Manager

### DESIREE KAHIKOPO-MEIFFRET

→ Producer, Writer, Director

## HOST

### RAVI KARMALKER

→ Producer, Writer, Director

### JEAN-ALEXANDER NTIVYIHABWA

→ Producer, Writer, Director

### JOHANNA NUNNU KARPPINEN

→ COO, Head of International // Post Control

# IFS MA SERIAL STORYTELLING

## Master's Pitches 2025

Enjoy a sneak peek at the ifs Internationale Filmschule Köln's MA Serial Storytelling's class. In this sixth cohort, fifteen talented series writers from eight 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 2025, which will take place exclusively at SerienCamp.

### PROJECTS

#### OUR FAMILY DEMON

by Aleezay Aftab (aleezayaftab@gmail.com)  
Genre: Fantasy, Drama, Comedy  
Format: 8 x 30 min

#### RADIKAL – MONIKA ERTL

By Lea Albring (albrinle@gmail.com)  
Genre: Drama, Biopic, Polit-Thriller  
Format: 6 x 45 min

#### GHOSTING

By Nina Bodry (ninabodry@hotmail.com)  
Genre: Mystery, Dramedy  
Format: 6 x 45 min

#### ALIENA

By Lejla Demiri (lejlademiri10@gmail.com)  
Genre: Drama, Romance  
Format: 8 x 25 min

#### SCHATTENJÄGER (THE ENIGMA BUREAU)

By Kira Duckwitz (kira.duckwitz@googlemail.com)  
Genre: Mystery, Comedy, Märchen  
Format: 8 x 45 min

#### UFER DER TRÄNEN (AFTER EDEN)

By Alis J. Eden (info@alice-eden.com)  
Genre: Prestige Crime Thriller, Neo-Noir, Psychologisches Drama  
Format: 8 x 65 min

#### KLEINGARTENLEBEN (ALLOTMENT LIFE)

By Ivana Filipić (info@ivana-filipic.de)  
Genre: Culture-Clash Dramedy  
Format: 8 x 30 min

#### THE GRAFT

By Andrija Ilić Prša (andrijailic1@gmail.com)  
Genre: Organized Crime Drama  
Format: 8 x 45 min

#### MISS UNDERWORLD

By Desislava Kasarova (desislava.kasarova@gmail.com)  
Genre: Drama  
Format: 8 x 50 min

#### MERLIN'S GIRLS

By Annika Lee (annikalee@gmail.com)  
Genre: Young adult fantasy  
Format: 8 x 60 min

#### WARTIME LOVE STORIES

By Alena Lysiakova (shuhiyo@gmail.com)  
Genre: Drama with dark humor  
Format: 8 x 45 min

#### DOUBLING

By Marija Mijušković (maria.mijuskovic@gmail.com)  
Genre: Psychological drama  
Format: 6 x 45 min

#### DIE ABENTEUER VON ALMAN MANN & BRD BOY (THE ADVENTURES OF ALMAN MANN & BRD BOY)

By Patrick Paradon (Patrick.Paradon@t-online.de)  
Genre: Cringe Comedy  
Format: 8 x 25 min

#### LOVE CODED

By Anna Richards (anna.diane.richards@gmail.com)  
Genre: Romantic Comedy  
Format: 8 x 30 min

#### SPIELERWECHSEL (TOUCH & GO)

By Insiah Zaidi (insiah.zaidi@hotmail.com)  
Genre: Romantic Comedy  
Format: 8 x 30 min

## BECOMING THE STORY

### Trans Realities and Creative Responsibility

When an actor comes out during an ongoing series, how can the character evolve with them? Using the example of the drama series Neumatt, this panel explores the intersection of real-life transitions and fictional storytelling. How can we approach story development to ensure authentic representation, and how can production companies and broadcasters become our allies in this endeavor?

#### SERIENCAMPUS

10:00 – 11:00

#### SPEAKER

##### MARIANNE WENDT

→ Writer, Showrunner

##### RUMO WEHRLI

→ Actor

##### BETTINA ALBER

→ Commissioning Editor, SRF

#### HOST

##### KASIA SZUSTOW

→ Intimacy Coordinator

## WE CAN FIX IT IN POST

### VFX, Animatronics & Craft in Genre Series

How do you bring ambitious sci-fi worlds to life on a TV budget? Producer Piodor Gustafsson and VFX Supervisor Nicolas Corson share behind-the-scenes insights from the making of We Come in Peace, a visually bold and effects-heavy genre series. From animatronics to high-end VFX and practical challenges on set, they discuss what it really takes to pull off large-scale visuals — and when you really can fix it in post. What's worth doing practically? What should be left to digital? And how do creative and technical teams work together to serve the story?

#### SERIENCAMPUS

11:30 – 12:30

#### SPEAKERS

##### PIODOR GUSTAFSSON

→ Producer // Spark

##### NICOLAS CORSON

→ VFX Supervisor // Benuts

#### HOST

##### JUDITH WEILER

→ Writer



## DEEP DIVE: MOZART / MOZART

... and the Challenge of Creating Music for the Life of a Genius Composer

How do you compose music for a series about one of history's greatest composers? In this deep dive, composer Jessica De Rooij and commissioning editor Frank Tönsmann (WDR) explore the creative and practical challenges of scoring MOZART / MOZART. From blending original compositions with Mozart's legacy to balancing historical authenticity and emotional storytelling, they discuss how music becomes a character in its own right — and what it takes to make a genius sound great on screen.

SERIENCAMPUS

13:30 – 14:30

SPEAKER

FRANK TÖNSMANN

→ Commissioning Editor // WDR

JESSICA DE ROOIJ

→ Composer

HOST

ANSELM KREUZER

→

CO-ORGANISED WITH



## PAST PERFECT

The Challenges of Historical Drama

Historical dramas often raise red flags for producers, financiers, and broadcasters — with concerns over costly research, elaborate sets, and period-accurate costumes. But limiting storytelling to the present means losing the power of the past: to reflect, warn, and reveal untold perspectives, especially those of women. In this panel, three producers show how historical series can be made compellingly through bold creative choices, smart production strategies, and a clear vision. Historical drama in the current stressful market situation? Not only possible, but powerful.

SERIENCAMPUS

15:00 – 16:00

SPEAKERS

HELEN LÖHMUS

Producer // Oree Films

LOTTE RUF

Producer // Goldstoff Filme

MALIN KRÜGER

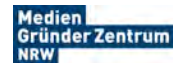
Producer

HOST

CHRISTIAN KAPS

Writer

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# MESSY, WEIRD AND PERSONAL

## Why Risky Storytelling Wins Audiences

In an industry saturated with safe bets and polished IP, it's the raw, the strange and the deeply personal that truly resonate. Messy, Weird and Personal is a rallying cry for writers who believe stories should challenge, not just entertain.

This panel brings together creators who write with purpose, who break rules, take risks and aren't afraid to show the cracks. It's about vision over formula, substance over strategy. If you believe stories can shift culture by not playing it safe, then this is your space.

SERIENCAMPUS

16:30 – 17:30

### SPEAKERS

BERTA PRIETO CARRASCO

→ Writer, Actress // Boogaloo Films & FILMIN

LISA VAN BRAKEL

→ Writer

BILAL BAHADIR

→ Writer, Director

SARAH\* CLAIRE WRAY

→ Writer, Director

### HOST

MELINA NATALE

→ Writer, Board Member // Deutscher Drehbuch Verband

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Screenwriters' Lounge

# BRISKPACE

## STUDIOS

MORE THAN A FACELIFT  
IT'S A TRANSFORMATION  
... AT A BRISK PACE



## JUNE 05

	CINEMA 1	CINEMA 2	HERBRAND'S BAHNHAUS	RONDELL HERBRANDS
10:00	WORK IN PROGRESS 3 10:00-11:00			
11:00	AI FOR REAL 11:00-11:45	TALENT IN PROGRESS PITCH - FILM SCHOOLS 11:00-11:45		GAMES & SERIES: NETWORKING & FISH BOWL 10:15-12:15
12:00			OFF-CENTER & IN THE MIDDLE OF NOWHERE? 11:30-12:30	
13:00	GAMES & SERIES KEYNOTE 12:45-13:00	TALENT IN PROGRESS PITCH - LABS 12:15-13:15		
	GAMES & SERIES - IP & ADAPTA- TIONS 13:00-13:45		THE POWER OF TOGETHER 13:00-14:00	
14:00	GAMES & SERIES - INTERACTION & INTERACTIVE DESIGNS 13:45-14:30	BOARDERS AND WRITING STORIES THAT MATTER 13:45 - 14:30		
15:00	INTIMACY & SEX 15:00-15:45	GAMES & SERIES - IP BUILDING IS WORLDBUILDING 15:00-16:00		
16:00	NEXT FROM... RTL+ 15:45-16:05			
17:00				

WORK IN  
PROGRESS 3

As the conference heads into its final day, WORK IN PROGRESS once again opens the curtain on what's next in German series, followed by a Next From-session.

## INSIGHTS

10:00 – 11:00

## HOST

THOMAS LÜCKERATH  
→ Founder, Editor in Chief // DWDL.de

## SPEAKERS

## ALPHAMÄNNCHEN (NETFLIX)

ARNE NOLTING  
→ Writer, Creator  
JAN-MARTIN SCHARF  
→ Writer, Director, Creator  
EVA VAN LEEUWEN  
→ Head of Series DACH // Netflix  
HANA GEISSENDÖRFER  
→ Managing Director, Shareholder // Geißendörfer Pictures

## KU'DAMM 77 (UFA, ZDF)

ANNETTE HESS  
→ Writer, Director, Showrunner  
MAURICE HÜBNER  
→ Director  
MARC LEPETIT  
→ Producer // UFA Fiction  
BEATE BRAMSTEDT  
→ Commissioning Editor // ZDF - Television Film and Series II Department

## NEXT FROM... FREMANTLE

JAMIE LYNN  
→ EVP Co-Production and Distribution, EMEA // Fremantle

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**DWDL.de**  
on www.modernmagazin.de

## AI FOR REAL?

Case Studies and Insights in  
the Usage of AI in Production  
Companies

Industry professionals share concrete case studies and practical insights into how AI tools are integrated into development, production and workflows. From script support to post-production, discover what's working, what's not and where the real opportunities (and limitations) lie: Scanning thousands of episodes of a daily series – in script and film material – indexing them and preparing them as an interactive chatbot for writers? just one of the real-world examples of how AI is already in use.

## SERIENCAMPUS

11:00 – 11:45

## SPEAKERS

JAN DIEPERS  
→ Producer // Studio Hamburg  
ALEXANDRA LEBRET  
→ Partner // AXIO Capital  
GUIDO REINHART  
→ Producer // UFA Serial Drama, UFA Fiction

## HOST

GERHARD MAIER  
Artistic Director // SERIENCAMP

## CO-ORGANISED WITH

**KölnBusiness**

## GAMES & SERIES

With €400 billion in revenue in 2024, the gaming market has established itself as the most successful form of media entertainment. Recent commercial hits (MINECRAFT MOVIE), critical successes (THE LAST OF US) and fan favorites (ARCANE) have proven that gaming worlds also translate well into film and series – the curse of mediocre adaptations from previous decades seems to finally be broken.

In Europe this trend hasn't arrived fully yet – even though a wealth of exciting gaming worlds awaits adaptation, while the series industry could learn much from the gaming world's techniques for reaching, retaining and exciting loyal audiences.

In several sessions, we explore the possibilities of skill and knowledge exchange, the lure and challenges of IP adaptations and the opportunities for true co-creation.

## GAMES & SERIES

### Networking Breakfast & Introduction Talk

What a great day to kick off the day: Join us for a relaxed networking breakfast where games and series industry meet, network and mingle. Have a coffee and chat about the intersection of both industries, followed by a small and open fish bowl session.

10:15 - 12:15 (LIMITED CAPACITY!)

#### HOSTS

PIERRE PUGET

→ Brains Narrative Studio

MARIKE MUSELAERS

→ Nordisk Film Productions

## SYNERGIES FOR GAMES & SERIES

### Current Trends & Future Developments

Compared to other forms of adaptations, the translation of stories between games and series is only slowly gaining steam, with a slew of recent successes that show the potential of combining both forms of storytelling. But why are gaming worlds so interesting for IP adaptations? What are the narrative trends underlying this development? And what current developments will be mainstream in the next few years?

David Daubitz (Narrative Lead, Ubisoft) shares in his keynote an insider's view of how both industries can learn from each other.

#### INSIGHTS

12:45 – 13:00

#### SPEAKER

DAVID DAUBITZ

→ Narrative Lead // Ubisoft

GAMES & SERIES

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EGMONT

## WORLD BUILDING, ADAPTATIONS...

### ...and the Challenges of Navigating IP

Recent adaptations of video games into drama and animation series have achieved major success – Fallout, The Last of Us and Arcane not only captivated existing fans but also leveraged strong pre-existing world-building to reach entirely new audiences. While adaptations are one way to go, the creation of original ideas with cross-media realization in mind or developed as or developed as media-agnostic story worlds offers new and innovative ways of tackling the challenge of co-creation.

Highlighting the challenges and opportunities of IP adaptation while also discussing new and innovative concepts for creating IP as an asset for companies, the panel spotlights the current state of collaboration between the games and series industries: What makes a good IP adaptation? Is there a playbook for adapting stories and worlds between different media? And why is the games sector such a fertile ground for the latest wave of successful adaptations?

#### INSIGHTS

13:00 – 13:45

#### SPEAKERS

EMILIE BLEZAT

→ CEO, Producer, IP Creator // Dark Riviera

RENATE SCHMID

→ Lawyer, WBS Legal

TBC (check website for additional guest)

#### HOST

PIERRE PUGET

→ Writer, Co-Founder and Managing Director  
// Brains Narrative Studio

GAMES & SERIES

## COMMUNITY BUILDING, INTERACTION...

### ... and Iterative Designs

Strong engagement from loyal fans, building lasting relationships with your audience, allowing agency through interaction – it is no wonder that in certain regards games have figured out some of the problems that series and film industry are struggling with. Based on the question how innovation can look like in a disrupted industry, a panel of experts from series and games explore the ways that both industries can learn from each other. What opportunities for knowledge and skills exchange exist? And are concepts like community building and retention, world building and iterative designs to (co-)creation possible?

#### INSIGHTS

13:45 – 14:30

#### SPEAKERS

JIM ASHILEVI

→ Writer // ZA/UM

LENA FISCHER

→ Deputy Project Lead // CreatiF

DAVID DAUBITZ

→ Narrative Lead // Ubisoft

KATHARINA WESER

→ Founder // Reynard Films

ODILE LIMPACH

→ Co-Founder // Spielfabrique

#### HOST

JOACHIM FRIEDMANN

## INTIMACY & SEX

### The Male & Female Gaze in the Creative Process

Truthful depictions of physical intimacy in film and series remain a challenge for any writer, director or producer – especially in an audio-visual landscape still overlaid by unrealistic and often one-sided ideas of sex and intimacy. How do creatives tackle these challenges when “writing sex” and directing scenes? How do gender-based perspectives skew the presentation of sex? And what could a more balanced view of the topic look like?

Writers, directors and producers behind series like **NAKED** and **37 SECONDS** discuss their experiences and strategies when it comes to sex on screens and offer insights into best practices for handling this often sensitive topic.

#### INSIGHTS

15:00 – 15:45

#### SPEAKERS

**BETTINA OBERLI**  
→ Director, Producer

**SEBASTIAN LADWIG**  
→ Writer, Script Consultant

**SILKE EGGERT**  
→ Writer

**JULIA PENNER**  
→ Writer

#### HOST

→ **PAULA ESSAM**

#### CO-ORGANISED WITH



## NEXT FROM... RTL+

The question of what comes next is one of humanity's greatest — and that's especially true when it comes to serialized storytelling. Over the first two days of the conference in their very own **NEXT FROM...** slot, industry peers have already teased the future gems in their pipelines. Now it's Hauke Bartel's turn. Representing **RTL+**, he's not only behind **SOFTIES** (featured at the SerienCamp Festival), but also poised to make waves with a slate of upcoming high-profile projects drawn from Germany's wide cultural past.

#### INSIGHTS

15:45 – 16:05

#### SPEAKER

**HAUKE BARTEL**  
→ Head of Fiction // **RTL**

#### HOST

**THOMAS LÜCKERATH**  
→ Founder, Editor-in-Chief // **DWDL**

#### CO-ORGANISED WITH

**DWDL.de**  
On www.dwdl.de

## TALENT IN PROGRESS PITCH

Talent isn't just something you're born with—it's something you can develop. Both is true for the participants of our Talent Pitches, where filmschools and lab formats present their most exciting projects to an industry audience. Six filmschools and three serial labs, nearly two hours of thrilling series ideas with real potential for production.

#### FILMSCHOOL PITCHES

11:00 - 11:45

**FILMAKADEMIE BADEN-WÜRTTEMBERG**  
**DIE GLATZKÖPFE**  
Pitched by Sebastian Blien, Marc Zappel

**HOCHSCHULE FÜR FERNSEHEN UND FILM MÜNCHEN**  
**ALL THE WAY UP**  
Pitched By Rafael Karim Kousz, Nora Kilroy, Jonas Windgassen

**FIMUNIVERSITÄT BABELSBERG KONRAD WOLF**  
**SYSTEM CHANGE**  
Pitched By Rosa Thoneick

**DEUTSCHE FILM UND FERNSEHAKADEMIE BERLIN**  
**BLEEDING BERLIN**  
Pitched By Sverre Aune

**KUNSTHOCHSCHULE FÜR MEDIEN KÖLN**  
**ICH BRAUCH NOCH, ICH WOHN' AUSSERHALB**  
Pitched By Sandra Riedmair, Carla Gesthuisen

#### CO-ORGANISED WITH



#### LAB PITCHES

12:15 - 13:15

**SERIAL EYES**  
presented by **KATRIN MERKEL**,  
Head of Studies  
→ **RADON** Pitched by: Lara Sperber  
→ **DEEP FAKE** Pitched by: Panni Szurdi  
→ **POMEGRANATE** Pitched by: Lara Panah-Izadi

**TORINOFILMLAB**  
presented by Angelica Cantisani  
→ **METAMORPHOSES** Pitched by: Michael De Cock, Helena Vlogaert  
→ **DEAR INSECTS AND OTHER CREEPY STORIES** Pitched by: Karla Lulić, Jelena Mađarić  
→ **AND THEN WE TOOK BERLIN** Pitched by: Peca Stefan, Nina Frese

**MIDPOINT INSTITUTE**  
presented by **ALEXANDRA GABRIŽOVÁ**  
→ **SPEKTRUM** Pitched by: Klára Mamojková  
→ **OUTSIDER** Pitched by: Alex Moran, Dimitris Tzetzas  
→ **FASSBINDS** Pitched by: Fiona Ziegler



## BOARDERS AND WRITING STORIES THAT MATTER

The Personal is the Political (and the Entertaining)

In this masterclass, BAFTA-nominated writer and creator Daniel Lawrence Taylor takes us behind the scenes of his BBC-hit series **BOARDERS** about a group of inner city kids who are getting a scholarship at a high-end elite school.

The session explores how authentic characters from underrepresented backgrounds drive universal stories and break moulds, why empathy is more powerful than exposition, and how identity can shape narrative without becoming its only focus. Taylor unpacks the creative choices behind **BOARDERS** and reflects on writing stories that matter; not because they preach, but because they resonate.

### INSIGHTS

13:45 – 14:30

### SPEAKER

**DANIEL LAWRENCE TAYLOR**  
→ Writer, Executive Producer

## IP BUILDING IS WORLD BUILDING

New Approaches to Developing Stories, Brands & Characters

How and why to create IP and brands that act as strong assets for companies? What are ways for developing IP as an asset for companies and creatives and what are possible ways to approach this challenge? Creatives from various backgrounds talk about their vision and philosophy behind creating story worlds that easily travel between different media.

### INSIGHTS

15:00 – 16:00

### SPEAKERS

**TALI BARDE**  
→ Producer, Writer, Director // Three-Headed Monkey

**PIERRE PUGET**  
→ Writer, Co-Founder and Managing Director // Brains Studio

**SAMUEL JEFFERSON**  
→ Writer // KRANK Berlin

**MADITA RUTTEN**  
→ Director, Writer // Cinesnax

**EVA-M. MESKEN**  
→ Co-Founder // Dully&Dax

### HOST

**FRANZISKA GÄRTNER**  
→ Head of Acquisition & Sales // btf

### CO-ORGANISED WITH



GAMES & SERIES

## OFF-CENTER & IN THE MIDDLE OF NOWHERE

TSCHAPPEL and the German Province.

Can a small, dialect-driven comedy from rural Germany find a big audience? **TSCHAPPEL** shows how hyper-local stories can feel universal, with the right mix of heart, humor and hands-on spirit. Shot across an entire district on a tight budget, the team built sets from scratch (including a pool made from a manure pit) and worked closely with the local community. This panel looks at the creative and logistical challenges of filming far from any studio, where language, landscape and local pride become storytelling superpowers.

### SERIENCAMPUS

11:30 – 12:30

### SPEAKERS

**MARIUS BECK**  
→ Writer, Producer

**CARINA BERND**  
→ Genre Portfolio Manager // ZDF

**MAXIMILIAN GREIL**  
→ Producer // Lax

### HOST

**ANNA-MARIA BÖHM**  
→ Writer

## THE POWER OF TOGETHER

How Female-Centric Networks Re-Shape the Industry

Collaboration over competition: Female-driven networks are transforming the audiovisual industry from the inside out. This panel explores how women-led initiatives, collectives and support systems are creating space for new voices, driving structural change and opening doors to more inclusive storytelling. Hear from trailblazers who are leveraging the power of community to challenge old norms and build a more equitable future — together.

### SERIENCAMPUS

13:00 – 14:00

### SPEAKER

**ELSA VAN DAMKE**  
→ Writer, Director

**ROSINA KALEAB**  
→ Actress, Writer

**EVA MARIA SOMMERSBERG**  
→ Writer, Creative Producer // Drei Schwestern Produktionen

### HOST

**SIMONE SCHELLMANN**  
→ Managing Director // SerienCamp

### CO-ORGANISED WITH



# WHAT'S ON... WEDNESDAY

A full day of intense conference talks and eye-opening insights into the future of series production isn't enough for you? You want to see for real what that future looks like? As part of our SERIENCAMP FESTIVAL, you can put the day's insights to the test — right on the screen. This year, we're putting a special spotlight on local productions.



**CLUB DER DINOSAURIER**  
CINENOVA 1, 6:30 PM

They do exist after all: In a desperate bid to impress the ladies, two losers turn to experimental methods – and transform into reptilian creatures.



**REYKJAVIK FUSION**  
CINENOVA 1, 8:45 PM

"Breaking Bad" meets "The Bear" on Ice: "Trapped" star Jafur Darri Jafsson turns criminal as a chef in love.



**REMBETIS – DIE GEISTERJÄGER**  
CINENOVA 2, 7:00 PM

"Supernatural" with a Greek twist: The Rembetis family serves up gyros — and slays ghosts on the side.



**HUNDERTDREIZEHN**  
CINENOVA 2, 9:15 PM

People, not numbers: A multi-perspective look at a bus crash and the lives it changes.



**KYLLOTH (AUDIO SERIES)**  
CINENOVA 3, 9:00 PM

Mystery and history intertwine in a thrillingly eerie way in this gripping audio drama series about war veterans dying under mysterious circumstances in 1917.

Tickets can be reserved via [rausgegangen.de](https://rausgegangen.de) (for a small reservation fee) or picked up for free at our box office.



## WARNER BROS. INTERNATIONAL TELEVISION PRODUCTION GERMANY

wishes all participants  
good series entertainment  
and  
a successful festival.

## Welcome to Cologne!



# WHAT'S ON... THURSDAY



## CHABOS

CINENOVA 1, 6:30 PM

"Back for Good": Snubbed from a class reunion invite, Peppi heads back to his roots — and straight into a whirlwind of early 2000s nostalgia.



## LOVE SCAM

CINENOVA 2, 8:30 PM

Love is blind in this three-part documentary series, in which Sky explores the story of an incredible fraud case in Cologne.



## THE DANISH WOMAN

CINENOVA 3, 7:15 PM

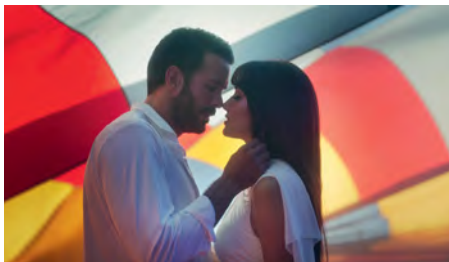
Tryne Dyrholm, a former elite agent now retired in Iceland, transforms into a wild mix of Napoleon, Rambo, and Pippi Longstocking.



## SOFTIES

CINENOVA 1, 8:45 PM

Masculinity with a soft touch: In the award-winning Storytellers comedy, Damian Hardung („Maxton Hall"), Samir Salim, and Oskar Redfern take on male stereotypes.



## REMINDER

CINEDOM. 7:30 PM

Turkish superstars Hande Er.el and Barış Ardu. are reunited — almost. Because in Disney's romantic series highlight, fate takes some wild turns.



## UNDERDOGS

OPEN AIR, 10:15 PM

The unsung anti-heroes of the animal kingdom get their own nature documentary serenade — narrated by none other than "Deadpool" himself, Ryan Reynolds.

RTL+

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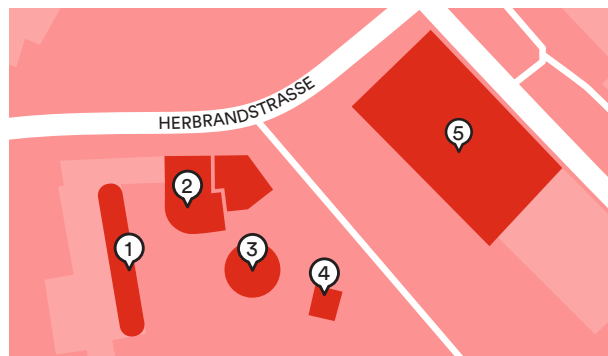


# Softies

alle fünf Folgen ab dem 06.06. auf RTL+



# VENUES IMPRINT



- 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 BAHN-HÄUSCHEN 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.

### ORGANIZER

The SerienCamp Conference 2025  
is organized by SerienCamp GmbH.

### MANAGING DIRECTOR Malko Solf

### ARTISTIC DIRECTOR Gerhard Maier

### FESTIVAL DIRECTOR Simone Schellmann

**SERIENCAMP GMBH**  
Geschäftsführer:innen:  
Simone Schellmann, Malko Solf  
Elsaßstr. 40  
50677 Köln  
info@serienCamp.tv

## 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.

### PROGRAM BOOKLET

**MANAGING EDITOR**  
Christopher Büchele // tiptab GmbH,  
Simone Schellmann

### ART DIRECTION Lena Gerbert // Clique G

**TEXT EDITING**  
Christopher Büchele // tiptab GmbH,  
Gerhard Maier, Anna Edelmann, Simone  
Schellmann

**LOGO DESIGN**  
Marika Lorenzato

A series by Alauda Ruiz de Azúa



# QUERER\*

\*Love is invisible, so is fear.

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