

## A WEEK OF CHANGE AND ADAPTATION – THE 12TH EDITION OF SERIENCAMP

- **SERIENCAMP CONFERENCE:** June 9–11 in Cologne
- Confirmed commissioning editors from ZDF, WDR, SWR, ARD DEGETO, ORF, SRG, RAI, NRK, SVT, DR, among others
- **GERMAN TV DISRUPTOR AWARD** presented by Deadline
- All **CONFERENCE** events will be held in English
- ZDF Studios returns as main partner
- **PLOT NXT** on June 11 & 12 with a focus on technology
- **STORY VISION EUROPE** by Film- und Medienstiftung NRW, Produktionsallianz, and Film- und Medienverband NRW on June 8
- **ARD | DEGETO CAMPUS** & other associated events
- **SERIENCAMP FESTIVAL** as a parallel public event, featuring, among others, the world premiere of **WESTEND GIRL** with Golden Globe nominee Helena Zengel

Germany's leading industry event for serial storytelling returns from June 9 to 11, 2026, attracting top international industry executives to Cologne with numerous innovations and distinguished guests. While the **SERIENCAMP CONFERENCE** responds to the disruptive changes in the international series business by focusing on co-productions, artificial intelligence, and alternative distribution channels, the accompanying **SERIENCAMP FESTIVAL** stands out with world and German premieres, numerous prominent guests, and a strong focus on innovative and forward-looking storytelling.

Cologne, March 26, 2026 – The industry's transformation is evident everywhere: consolidation on an international scale, evolving business models, the ongoing technological shift driven by AI, and an increasingly fragmented audience. The past year was marked by a transformative force that, following the Golden Age of Series, has left the industry facing many unknowns and new challenges.

Now in its 12th edition, the internationally renowned **SERIENCAMP CONFERENCE**, supported by its main funding partners, the Film- und Medienstiftung NRW and the State of North Rhine-Westphalia, and in close collaboration with its main partner, ZDF Studios, aims to provide answers to the most pressing challenges.



Starting June 9, approximately **1,000 accredited professionals** from the international entertainment industry will gather in Cologne for high-profile pitching sessions at **STORY EXCHANGE**, workshops, and inspiring case studies that focus not only on networking but also on the future of an entire industry. Topics range from the redesign of value creation and distribution to the technological convergence of film, games, and digital production worlds, and the growing importance of IP, brands, and world-building in a society shaped by platforms and communities.

“When markets change, they create space for new ideas. Good stories will always find their audience – but how they are told, produced, distributed, and, above all, discovered is currently changing rapidly. While the future of the series industry will be shaped by new and contemporary content, it will also depend on the willingness to explore new approaches to content development, production, and distribution, to investigate technological possibilities, and to question existing certainties in the process. Over the course of three days, **SERIENCAMP CONFERENCE** will explore what this means specifically for creatives, broadcasters, and producers,” says Gerhard Maier, Artistic Director of **SERIENCAMP**.

Once again this year, the renowned **pitching sessions** and the popular “**Meet the Commissioners**” will take place: In addition to German broadcasters (ARD DEGETO, ARTE, NDR, SWR, WDR, ZDF), commissioning editors from Norway (NRK), Sweden (SVT), Finland (MTV Oy, YLE), Denmark (DR, TV2 Denmark), Austria (ORF), and Switzerland (SRF), as well as Italy (RAI), have already confirmed their attendance.

This year also marks the third time the **GERMAN TV DISRUPTOR AWARD**, presented by **Deadline**, will be awarded: In previous years, the award was given to Annette Hess (2024, “The Interpreter of Silence,” “Ku’damm”) and Philipp Käßbohrer (2025, “How To Sell Drugs Online (Fast)”).

“The transformation of the media market continues to accelerate. Usage habits are changing rapidly, while the influence and market power of digital players keep growing and are shaping future business models. This raises fundamental questions about the financing and production of series. Actively addressing these strategic challenges is essential. We look forward to engaging in dialogue at **SERIENCAMP**, to jointly identify ways to intelligently embrace these developments and future-proof our market.” Dr. Markus Schäfer, President and CEO, ZDF Studios.

A series of **SERIENCAMP CONFERENCE** related events further contributes to a cohesive thematic context.



**PLOT NXT** will take place for the first time in Cologne on Thursday and Friday (June 11 and 12) in collaboration with **SERIENCAMP**, bringing together creatives, decision-makers, and producers from various sectors of the media industry. The new two-day event focuses on concrete examples of artificial intelligence applications across the value chain and highlights new formats, workflows, and tools. Accredited visitors to the **SERIENCAMP CONFERENCE** can attend the event free of charge on both days.

In addition, one day before the official start of **SERIENCAMP**, the **STORY VISION EUROPE** conference – organized by the Film- und Medienstiftung NRW, Produktionsallianz, and the Film- und Medienverband NRW – will take place on Monday, June 8. Accredited attendees of the **SERIENCAMP CONFERENCE** can receive free admission. More information will be available shortly from the organizer.

In addition, other industry players are positioning themselves with associated events in the context of **SERIENCAMP CONFERENCE**. For instance, the **ARD | DEGETO CAMPUS** will be held in the same week.

The affiliated **SERIENCAMP FESTIVAL**, which has long been a fixture on the calendars of series enthusiasts in Cologne, also focuses on innovative storytelling and surprises in series. In addition, the organizers are once again expecting numerous prominent guests and sensational world and German premieres, such as the **WDR/arte** co-production **WESTEND GIRL**, starring Golden Globe nominee **Helena Zengel** in the lead role. Back after a one-year hiatus: the **OFFICIAL COMPETITION** and **SHORT FORM** categories, in which a star-studded jury selects the best series entry from a lineup of top-tier submissions.

With its extensive program of events, **SERIENCAMP** has long been a must-attend event on the calendars of industry professionals, creatives, and series fans from Germany and abroad. Accreditations for the **CONFERENCE** are now available at [www.seriencamp.tv](http://www.seriencamp.tv) – and until April 22, they can even be purchased at early-bird rates. Information on speakers and sessions will follow.



## About the SERIENCAMP FESTIVAL and CONFERENCE

SERIENCAMP FESTIVAL is Germany's first and largest festival dedicated to TV series. Its 12th edition will take place from June 9 to 11, 2026, marking the fourth time the event has been held in Cologne Ehrenfeld. The festival – which offers free admission – will feature series from around the world, including numerous German and world premieres. The accompanying event for industry professionals, SERIENCAMP CONFERENCE, will take place concurrently at the Cinenova Kino and the adjacent Herbrand's.

Accreditations for the SERIENCAMP CONFERENCE are already available at <https://www.seriencamp.tv/conference/akkreditierung/>.

Since 2023, the main funding partners of the events have been the State of North Rhine-Westphalia and the Film- und Medienstiftung NRW.

### Press contact:

Lühr-Martin Lemkau

[lm@slickstrategy.tv](mailto:lm@slickstrategy.tv)

M + 49 176 81 1234 26

**SERIENCAMP**  
▶▶ CONFERENCE  
09 - 11 JUNE 2026 COLOGNE

