

# SERIENCAMP

SERIENCAMP (subtitle: International Festival for Series and TV Culture) is an event dedicated exclusively to serial storytelling in all its forms and to professional discussion of the field. After taking place annually in November in Munich from 2015 to 2022, SERIENCAMP has moved to the media hub of Cologne for its relaunch in June 2023. Over the course of its twelve-year history, SerienCamp has grown into the largest festival dedicated exclusively to series in Germany and one of the best-known industry events in Europe. The event is divided into the SERIENCAMP FESTIVAL and the SERIENCAMP CONFERENCE: SERIENCAMP FESTIVAL is a free-to-the-public festival featuring free screenings of TV series episodes from around the world. SERIENCAMP CONFERENCE is a professional event where creators, writers, producers, and broadcasters come together for creative exchange. Both events are organized and hosted by SerienCamp GmbH, headquartered in Cologne with a branch office in Munich.

## SERIENCAMP FESTIVAL

In 2015, three TV series enthusiasts launched the first festival dedicated exclusively to TV series: At SERIENCAMP FESTIVAL, you can watch episodes of the latest series on the big screen and — from 2020 to 2022 — on the streaming platform WATCHROOM. The program knows few limits: In addition to major U.S. productions, European new releases, and prestigious German projects, unusual content and hidden gems also find their way into the lineup—comedy or science fiction from Iceland is often only available to watch at SerienCamp. From 2016 to 2024, an annual Audience Award (SERIENCAMP AUDIENCE CHOICE) and two Jury Awards were presented (OFFICIAL COMPETITION and OFFICIAL COMPETITION SHORT FORM). Winners included major US productions like WESTWORLD, as well as hidden gems from Belgium and France. After a one-year hiatus, the awards will resume in 2026.

The first edition of SERIENCAMP FESTIVAL took place in October 2015 at the HFF Munich and was such a huge success, with over 4,000 visitors, that work on a second edition began immediately. This took place in October 2016, once again at the HFF in Munich—now featuring a total of two industry days and the first-ever SerienCamp Awards. Attendance grew steadily from year to year. The third edition of the festival in October 2017 attracted approximately 5,000 visitors, while nearly 6,000 visitors attended the fourth edition in 2018. For the festival's fifth anniversary in 2019, there were once again numerous international and national TV series highlights from every genre, including several major premieres.



Among other things, the fourth season of the US sci-fi hit THE EXPANSE celebrated its world premiere at SerienCamp: The writing duo behind the original work, sci-fi authors Daniel James Abraham and Ty Franck (James S. A. Corey), presented it on-site. Another highlight, this time from Europe, was the world premiere of the second season of the Bavarian hit series 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 moved online with new formats: As part of SERIENCAMP FESTIVAL, the latest series highlights from 28 countries were broadcast publicly for free throughout Germany via a streaming platform for 18 days in November in the so-called WATCHROOM. The WATCHROOM was a resounding success, attracting over 30,000 viewers from all over Germany. Through SerienCamp TV, the festival offered a three-day livestream featuring exclusive specials and insights from the world of TV series: 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 place in a hybrid format, streaming the series both on-site and live in the SerienCamp Watchroom. Since moving to Cologne in 2023, SerienCamp has been welcoming filmmakers and series fans to its new location.

## SERIENCAMP CONFERENCE

SERIENCAMP CONFERENCE has become one of the most important events for TV series creators and enjoys an excellent reputation throughout Europe. The conference highlights current developments and trends and explores the various aspects of series development, production, and distribution in a constantly changing environment. It is aimed at creatives, writers, and producers as well as distributors, investors, and broadcasters. Since 2018, the conference has also featured the “Story Exchange,” a market for TV series projects that brings together writers, producers, and broadcasters. The 2019 conference program included discussions and case studies with producers from exciting new markets in Europe, such as Croatia and Poland. In addition, attendees were treated to exclusive first looks at major new German series, presented by the broadcasters and creators of the projects. In 2019, 400 industry professionals attended the SERIENCAMP CONFERENCE. In 2020, the SERIENCAMP CONFERENCE took place online for the first time as a three-day livestream from November 5 to 7. Another new addition was PITCHPOOL, a digital networking platform that ran for three weeks in November, enabling writers and producers to submit their projects and connect with distributors, investors, and broadcasters.



From the more than 300 projects submitted, the SerienCamp team carefully curated and selected the best. The 75 selected projects from 18 countries were able to prepare a three-minute pitching video, which was posted online as part of PITCHPOOL. The platform is exclusive; only accredited attendees could view the project ideas and get in touch with the creators. Over 150 meetings took place as part of PITCHPOOL 2020. At the same time, the SERIENCAMP CONFERENCE presented a comprehensive and free industry program on SERIENCAMP TV in collaboration with the industry platform DWDL.de.

On November 10, the in-person SERIENCAMP CONFERENCE returned after the hiatus in 2020. While last year featured a series of lectures, discussions, and case studies in the form of a digital edition of the industry event, 2021 marked the first step toward a return to the traditional format. After the 2022 conference was canceled, SerienCamp returned in 2023 with both a conference and a festival and is now looking forward to its fourth edition in 2026 in the media city of Cologne.

## **SERIENCAMP CONFERENCE 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.



## **SERIENCAMP FESTIVAL 2026**

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.

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