

ENTRY RULES AND REGULATIONS SERIES MANIA BUYERS UPFRONT

PREAMBLE

The Series Mania Buyers Upfront is an international event, showcasing exclusive excerpts from 12 eagerly awaited series that have strong global appeal. Curated by the Festival's artistic team, the selection will consist of first looks of upcoming high-end series that have not been publicly shown before, either about to be released or still in post-production. The selection will be based on both artistic merit and broad audience appeal. Series submitted to the Series Mania Festival call for entries, and to the Series Mania Forum 'Coming Next' sessions, are also eligible to the Buyers Upfront selection.

The 12 selected series will be presented to an exclusive audience of international buyers at the Chamber of Commerce of Lille (CCI) on March 24, 2025 ahead of the start of the Series Mania Forum 2025.

Series Mania Forum will take place from March 25 to 27, 2025 in Lille Grand Palais. This event dedicated to series professionals runs in parallel with the general public Festival. It gathers over 4,000 series professionals from 66 countries during 3 days in Lille Grand Palais.

By submitting a series to the Buyers Upfront selection, the applicant agrees to allow the exhibition of their material – videos and any other document submitted – during the Buyers Upfront.

The selected series will be announced in February 2025.

Among the attending audience, a distinguished jury of top international buyers will evaluate the selected series and present the Buyers Choice Award for the most promising series to one of the selected titles. This year's jury, featuring Ghislain Barrois (CEO, Mediaset / Telecinco - Spain), Katie Keenan (Group Director of Acquisitions, UK/ROI & Europe, Sky), Rubén Fernández Loa (Head of Series Acquisitions, Movistar Plus+, Spain), and Johanna Gardare (Head of Drama, SVT, Sweden), will announce the winner at the Series Mania Forum Welcome Drinks, a celebratory event taking place in the evening of March 24, 2025 at the Chamber of Commerce of Lille.

By submitting a series to the Buyers Upfront, and if selected, the participant agrees to be physically present at the award ceremony. Selected applicants are responsible for their own costs and expenses.

ELIGIBILITY

Series Mania only accepts exclusive excerpts for new scripted series or mini-series (dramas and comedies) produced or on track for completion in 2024/2025. Submitted works must be fictional.

Series Mania will not accept the following submissions:

- Documentary series
- Animated series
- Children's series
- Series pilots and proofs of concept
- Follow-up seasons from returning series
- Re-submissions (series which have already been submitted and viewed by the Festival Programming team for a previous edition of Series Mania are not eligible.)

To be eligible for consideration:

1. Applicants must fully comply with these Entry Rules and Regulations, including all deadlines, entry material and other requirements.
2. Submissions should include at least 1 excerpt of a series (12 minutes maximum) and trailer (2 minutes maximum).
3. Submitted excerpts must be in their original version with English subtitles unless the original version of the episodes is in English.
4. The excerpts and trailers submitted may come from episodes of series also submitted to Series Mania Festival, or may be the same content submitted and/or presented at Series Mania Forum Coming Next session.
5. In no case the submitted series must have been presented to buyers and/or released on any channel, platform, streaming service or mobile app before March 28th, 2025.

HOW TO ENTER

Apply online at <https://film.series-mania.festicine.fr/en>

Click “submit” after fully completing the online entry form. Please note that the online entry form will require you to submit a password-protected URL that links to your series.

There is no entry fee, submissions are entirely free of charge.

KEY DATES AND SUBMISSION DEADLINE

- January 30th, 2025 – Submissions close at 14:00 / 2:00PM (UTC+1)
All entries must have been completed and received by Series Mania at this time. No submissions will be accepted after this date and hour.
- February 2025 – Official selection announced
- March 24th, 2025 – Series Mania Buyers Upfront, the day before Series Mania Forum

Series Mania will unveil the selection in February 2025.

Due to the number of submissions received, the Series Mania team is unable to provide individual feedback on selection decisions.

ENTRY MATERIAL

All entries must include the following:

- An official Series Mania entry form properly completed.
- A password-protected streaming link of the required materials

Note: If you are unable to submit your excerpt and trailer by URL link, please follow the prompts in the online entry form to contact the Series Mania team to discuss an alternate method of submission.

Additional material:

- 3 royalty-free unit photos (still photos from the submitted series) that Series Mania may use for communications purposes in case of selection only.

The excerpt and trailer of your series must be submitted via a password-protected streaming URL link. Links must remain active and accessible until March 28th, 2025. This streaming link

must include a downloadable version of the available excerpts. Please prepare this link prior to completing your online entry form.

Note: Submissions may be on a work-in-progress form; however, excerpts that are not final cuts must be clearly labeled Work in Progress (“WIP”) or Rough Cut with an indication of what will change or what is missing at the time of submission.

REQUIRED MATERIALS

All submitted first look series must consist of:

- excerpts* intended to be a maximum of 12 minutes in length

Acceptable options for the 12-minute clip include: the beginning of the pilot episode, a highlight sequence of impactful scenes either from the pilot episode or from the overall season. Final cuts or picture locks are preferred but not required, we will accept work in progress at different stages of the editing, grading and/or mixing process.

- trailers of 2 minutes

BUYERS UPFRONT SCREENINGS

Selected excerpts will be screened at the CCI on March 24th, 2025. Series Mania is a non-profit event and admissions to screenings are entirely free.

PREMIERE SCREENINGS MATERIAL

Selected excerpts will be screened in High Definition (DCP), in its original version with English subtitles. The right holders will provide high-definition support (DCP) in their original language and with English subtitles.

COMMUNICATION AND PROMOTIONAL MATERIAL

Series Mania reserves the right to communicate on the selection ahead of the Buyers Upfront.

The rights holders will also be required to submit 3 unit photos (royalty-free until March 2026), from the screened episodes that Series Mania may use for press purposes and the official program.

For any question regarding these rules and regulations, please send an email to:
forum@seriesmania.com