



PROGRAM OVERVIEW

>> PLEASE NOTE: SERIENCAMP CONFERENCE will be presented in English language <<

THURSDAY, October, 26 // 9.30am- 4pm

..: 09.30-10.00am // Opening Remarks

Introduction by:

Anna Katharina Brehm (SerienCamp Conference, DE)

Gerhard Maier (SerienCamp Conference, DE)

Jürgen Enninger (Head of the Centre of Excellence for Culture and Creative Industries of the City of Munich, DE)

Adina Mungenast (Funding Executive Webseries, FilmFernsehFonds Bayern, DE)

Prof. Tac Romey (University of Film and Television Munich, DE)

// Venue: AUDIMAXX

..: 10.00-10.30am // KEYNOTE: Who Watches What? – Notable Successes, Key Players and Markets in the Nordics

by Florent Careme (EURODATA TV WORLDWIDE - MEDIAMETRIE)

// Venue: AUDIMAXX

..: 10.30-11.05am // PANEL: Reinventing Ideas, Staying Original - Case Studies on the Art of a Great Format Adaption *The panel will focus on the challenges of working with adapting an original series for national tastes. How do writers and producers proceed while navigating between pre-existing ideas and creative impulses? How does the day-to-day work look like and where are the crucial differences compared to working on original ideas?*

Moderator: Nikolaus von Uthmann (writer/journalist, DE)

Speaker: Ram Landes (Producer YOUR HONOR, YES ISR), Polly Leys (Producer LOADED, Hillbilly Films, UK), Al Munteanu (*Managing Director*, SquareOne Entertainment GmbH, DE)

// Venue: AUDIMAXX

..: 10.00-11.00am // PRESENTATION: Meet the Finns

In cooperation with Audiovisual Finland

In the last few years Finland has become one of the hotbeds for series production. Compared to the in European comparison rather modest size of it's viewership a relatively large sector of production companies work tirelessly on series that turn heads at home and abroad – either as originals like Love.Milla, Love & Order and Mental or as remakes like Helppo Elämä that got turned into HBO Europe's hit series Aranyélet. Production companies from Finland – that are either looking for co-production partners or are just

showcasing their companies – present their upcoming projects in a 60 minute showcase.

Moderator: Gerhard Maier (SerienCamp Conference, DE)

Projects from Solar Films, Matila Röhr Production, It's Alive, Luminoir, Helsinki Filmi, Clutch Productions, Bufo

// Venue: KINO 1

..: 11.05-11.15am // PRESENTATION PARTNER FESTIVAL: Connecta Fiction

by Géraldine Gonard (Festival Director, SP)

Festival director Géraldine Gonard gives insight into Conecta FICTION, Spain's premier industry event for series production that serves as a connecting bridge between Europe and the markets of Latin America.

// Venue: AUDIMAXX

..: 11.45-11.55am // PRESENTATION PARTNER FESTIVAL: Helsinki Script

by Liselott Forsman (Head of Drama YLE, FIN)

YLE's Head of Drama and festival founder Liselott Forsman presents the unique Helsinki Script – an industry conference that packs more inspiration into one day than other festivals manage in one week.

// Venue: AUDIMAXX

..: 11.55-12.30am // CASE STUDY: DEADWIND

Right before its world premiere on the first evening of SerienCamp Festival on Friday, the producers Britta Meyermann and Riina Hyytiä give insights on how the thrilling and emotionally charged Nordic crime series was developed, produced and how the Finnish-German co-production came to be.

Moderator: Liselott Forsman (Head of Drama YLE, FIN)

Speaker: Riina Hyytiä (CEO/Producer, Dionysos Films Oy, FIN), Britta Meyermann (Producer International Co-Productions, H&V Entertainment GmbH, DE)

// Venue: AUDIMAXX

..: 12.30am-01.00pm // PRESENTATION: SKAM - Behind The Scenes of NRK's Smash Hit

by Marianne Furevold-Boland (Producer SKAM, NO)

First taking home nation Norway by storm, then delighting audiences from its Nordic neighbors and finally sweeping the globe there is no question that SKAM is one of the biggest break-out hits of the last few years. By listening closely to its intended young audience, by creating a highly authentic fictional universe and spearheading a revolutionary distribution model SKAM proved that the millennial generation are not beyond the reach of public broadcasters. Producer Marianne Furevold gives a highly informative presentation about the work on a project that serves as an inspiration to creators worldwide.

// Venue: AUDIMAXX

..: 11.45-12.45am // SCREENING: ISKANDER

Two mismatched cops, a grisley murder ritual, a missing child and a dark past that should stay buried: ISKANDER invents single-handedly the genre of „tropic noir“ when young cop Chloé teams up with prickly colleague Dialo to solve a crime in the territory of French Guiana.

// Venue: KINO 1

..: 02.00-02.35pm // CASE STUDY: Welcome to the Jungle - Writing, producing and financing series that dare to leave Europe

Moderator: Julia Weigl (Journalist, DE)

Speakers: Noor Sadar (Producer ISKANDER, FR), Aurélie Meimon (Producer ISKANDER, FR), Olivier Abbou (Director ISKANDER, FR)

With ISKANDER French serial storytelling leaves the comfort zone of the European continent behind to find fresh inspiration and new challenges in the equatorial climate of French Guiana. From finding the right stories for this thrilling new setting to grappling with logistic issues of filming in a tropical climate, the case study talks with producers and the director about the unique experience of daring to try something new in a tricky environment.

// Venue: AUDIMAXX

..: 02.35-03.00pm // PRESENTATION: MENTAL

Speakers: Jani Pösö (MENTAL, FIN), Hyype Salmi (MENTAL YLE, FIN), Markku Mastomäki (MENTAL YLE, FIN)

After the success of Love.Milla producers of Finnish public broadcaster YLE looked for the next project that

interwined the aspiration of entertainment and culture while reaching out to younger audiences mostly lost to traditional linear television. Together with production company It's Alive they conceived the bold mental health-dramedy MENTAL, that effortlessly merges pitchblack humor, emotional outspokenness and a revolutionary concept of linking fictional drama, real life help line and an ambitious social media-campaign - the success of MENTAL speaks for itself. Hyye Salmi and Markku Mastomäki present their work on MENTAL and give insight into their philosophy.

// Venue: AUDIMAXX

...: 3.30-4.30pm // PANEL: The Future of Serial Storytelling – Inspirations, Sideviews and Insights from the Digital Frontier

Moderator: Gerhard Maier (SerienCamp Conference, DE)

In 2017 storytelling is far more than simply writing, producing and distributing content – in the best case all three fields look for interdisciplinary and transmedial stimuli to broaden their possibilities. Be it the intersection of classical storytelling techniques with the digital frontier or the inspirations storytelling can infuse in seemingly unrelated fields of expertise – this panel focuses on the myriad of impulses set and received by creatives from different industries under the banner of „storytelling“.

Exploring new Creative Processes – UFA Lab and innovative structures for collaboration

Speaker: Nancy Julius (Head of Operations, UFA Lab, DE)

From web series formats for funk to branded entertainment to virtual reality to social media strategies the portfolio of UFA Lab mirrors the changing face of media production, distribution and consumption as well as the new skill sets necessary for creating successful content. Nancy Julius (Head of Operations) gives insights into the philosophy, work processes, organizational framework and resulting creative collaborations between customers, writers, producers, directors and editors whose fluent and interdisciplinary approaches effectively capture the attention of an ever-growing digital audience.

Emil & Artur Sallinen's MIGHT - or How To Unleash Storytelling

Speaker: Artur Sallinen (producer MIGHT, FIN), Emil Sallinen (producer MIGHT, FIN)

With their lush and mind-bending science fiction-short film MIGHT the Finnish brother duo showed the power of unleashing your ideas free from restrictions. In an industry where dreamable seems often subdued by the technical possible the story behind MIGHT should be an inspiration to all ambitious writers and producers: Born out of conviction, hard work and technical expertise of the Sallinen brothers, MIGHT is a striking example for the creative potential when cutting-edge VFX, unique design aesthetics and inspired storytelling meet.

Run Silent, Run Deep - Creating VR Worlds for Das Boot

Speaker: Stefan Kreutzer (Remote Control Productions, DE), Kalle Kaivola (Remote Control Productions, DE)

With the return of German film classic DAS BOOT as a high-end drama series production, Kalle Kaivola and Stefan Kreutzer from Remote Control Productions will talk about the extension of (serial) storytelling into new digital spaces. In times were mobile games, VR experiences, ARGs and transmedial spin-offs are essential to expanding brands and finding new audiences, the challenge of finding stories that easily transverse the gaps between classic audiovisual storytelling and the boundless possibilities of new forms of storytelling seems daunting.

Inspire & Create - Why Storytelling is far more than Telling a Story

Speaker: Andreas Waldenmaier (Kontrastmoment, DE)

Have you ever driven a BMW? Then there is a good chance that you came in contact with the work of Andreas Waldenmaier whose interdisciplinary design agency Kontrastmoment develop and design interactive interfaces. With some legendary office parties that playfully merge fact and fiction or a spectacular transmedial project that merges opera, VR, AR and light installations planned for 2018 Kontrastmoment shows the fertile creative cross-pollination between design and storytelling, art and daring digital elements.

// Venue: AUDIMAXX

FOR INDUSTRY TICKET HOLDERS ONLY:

...: 02.00-04.00pm // CO-PRODUCTION SESSIONS

Moderator: Anna Katharina Brehm (SerienCamp Conference, DE)

At SERIENCAMP CO-PRODUCTION SESSIONS seven high-end projects of international scale will present themselves to key-decision makers from the Drama Series industry. Carefully selected by SERIENCAMP's

ADVISORY BOARD of experts, these projects showcase the exciting range of upcoming and in-development productions in 15 minutes pitch presentations. The presentations are followed by opportunities to meet with creatives and producers in one-on-one-meetings.

// Venue: Pinakothek der Moderne, Auditorium, Barer Str. 40, 80333 Munich //

..: 04.30-07.00pm // Get-Together with Serial Eyes Alumni Network (SEAN)

SEAN is the Alumni Association of Serial Eyes - Experience the Writers' Room, Europe's premier postgraduate training programme for television writers and producers. Meet the alumni for informal drinks.

Drinks on own expenses. Venue has limited capacity (first come first serve).

// Venue: Electric Elephant Restaurant @MMA, Katharina-von-Bora-Straße 8A, 80333 Munich

FOR INDUSTRY TICKET HOLDERS ONLY:

..: OPENING CEREMONY with Screening of UK hit series SS-GB

FRIDAY, October, 27 // 10am- 5pm

FOR INDUSTRY TICKET HOLDERS ONLY:

..: 10.00-12.00am // BAVARIAN BRUNCH MEET-UP

On Friday the CONFERENCE starts with a traditional Munich-Style brunch & networking event. Weißwurst & Weißbier (white sausages and wheat beer) as well as vegetarian options and plenty of coffee will be served across the street from the HFF at the Alte Pinakothek, one of Munich's landmark museums and one of the oldest galleries in the world: the perfect place to discuss Old Masters and new projects.

presented by Global Screen (DE)

// Venue: Café Klenze, Alte Pinakothek, Barer Str. 27, 80799 Munich //

..: 10.00-11.00am // DIGITAL SHORT FORM PITCH

Moderator: Anna Katharina Brehm (SerienCamp Conference, DE)

Answering to the seismic shifts in media production and consumption SERIENCAMP's DIGITAL SHORT FORM PITCH offers a platform for writers and producers to present their unique storytelling visions in the rapidly growing field of digital short form content. Six innovative formats and cutting-edge content, taking in regard the boundless possibilities of new modes of creation and distribution, are presented during the pitching sessions by their creators. The projects selected by the jury for the pitch session are invited to the TALENT ROUNDTABLE (11.30am-2pm) to get first-hand advice from experts and discuss the future of their project.

// Venue: AUDIMAXX

..: 11.30-12.30am // WRITERS' VISION PITCH

Moderator: Anna Katharina Brehm (SerienCamp Conference, DE)

Six professional European writers present their in-development series projects to an audience of producers, broadcasters and investors. The selected projects will be added to the SERIENCAMP WRITER SHORTLIST. The SHORTLIST is a new initiative created to put screenwriters in the spotlight. Every year six new authors will be added to the list which will be communicated shortly before the festival.

// Venue: AUDIMAXX

..: 01.30-02.15pm // PRODUCERS' VISION PITCH

Moderator: Anna Katharina Brehm (SerienCamp Conference, DE)

After the success of its first edition PRODUCER's VISION PITCH returns 2017 for a second season. Five selected production companies present current and future projects as well as their vision to an audience of writers. After giving an impression of their work with a short trailer, producers are put in the spotlight to give insights into their production philosophy: Which projects are they working on? What kind of talent are they looking for? Which stories do they want to tell? Following the presentation a short Q&A-session with the audience will round the VISION PITCH off. // This event is for writers only //

// Venue: KINO 1

..: 01.30-01.40pm // KEYNOTE: Data = sexy. The appeal of collecting data in serialized production processes

by Florian Reimann (CEO Seriotec, DE)

Experience a short ignite talk on digital production management. A hands-on presentation with successful case-study elements will demonstrate the benefits of collaboration in the cloud and smarter linking of technical and descriptive meta-data in episodic and feature film productions - from scratch to final delivery.

// Venue: AUDIMAXX

..: 01.40-02.20pm // PANEL: Reaching the Millennials

Moderator: Emanuel Rotstein, Director Production A+E Networks Germany (DE)

Speakers: Hype Salmi (MENTAL YLE, FIN), Markku Mastomaki (MENTAL YLE, FIN), Memo Jeftic (producer GIRL CAVE, DE), Cathrine Simonsen (producer ZOMBIELARS, NO)

While traditional linear television struggles to reach younger audiences and connect with a viewership that is used to medial dialogue, not monologue, a handful of forward thinking broadcasters, producers and writers successfully caught the attention of a notoriously fickle crowd. Be it Finnish mental health-dramedy MENTAL, Swedish fantasy-coming-of-age ZombieLars or German Nerd Grrrl-series GIRL CAVE – three series from different parts of Europe talk about their unique perspectives and strategies, successes and fails while trying to enchant new audiences.

// Venue: AUDIMAXX

..: 02.15-03.15pm // WORKSHOP: „If you don't feel it, you'll never get it"

Speakers: Verena Weese (story consultant ADLON, SACHER, KaDeWe, DE), Sabrina Amerell (writer, DE)
The story consultant Verena Weese (ADLON, SACHER, KaDeWe) and the German writer Sabrina Amerell are getting rid of rigid rules and judgements. Instead of offering stiff analysis, this workshop turns story development into a tangible experience. A European version of the Writer's Journey that considers the tools of systemic constellation work opens up new dimension to explore the complex worlds of serial storytelling. As a participant or as an observer, the workshop promises an interactive experience that inspires.

The workshop is in German language and limited to 25 participants. Please register under conference@seriencamp.tv (first come first serve)

// Venue: Seminarraum 2

..: 03.30-04.00pm // PRESENTATION: Funding of web series at FilmFernsehFonds Bayern

Speaker: Adina Mungenast (Funding Executive Webseries, FilmFernsehFonds Bayern, DE)
During the last few years, the market for web series has increased substantially. Still, financing them remains one of the greatest challenges. Since 2017 FilmFernsehFonds Bayern is funding web series under eased regulations to help producers financing their digital projects. Adina Mungenast, Funding Executive Webseries at FilmFernsehFonds Bayern, will explain what's most important during application.

The presentation is in German language and has limited capacity (first come first serve).

// Venue: Seminarraum 2

..: 02.20-3.00pm // WORK IN PROGRESS: PART 1

Moderator: Thomas Lückerath (DWDL.de)

What's next from Germany? No one knows better than Thomas Lückerath from DWDL who presents for the third time the most exciting upcoming series from Germany. From high budget drama to comedy to thriller this year's WORK IN PROGRESS-section again promises to spotlight the series everybody will be talking about in the upcoming months.

>> TRAKEHNER BLOOD / TRAKEHNERBLUT (Sam Film GmbH, Servus TV)

Speakers: Ewa Karlström (Managing director / Producer, SamFilm GmbH, DE), Andreas Ulmke-Smeaton (Managing director / Producer, SamFilm GmbH, DE), Lea Schmidbauer (Head writer, DE)

>> ARTHUR'S LAW / ARTHURS GESETZ (good friends Filmproduktions GmbH, TNT Comedy)

Speakers: Anke Greifeneder (Executive Producer and Head of Editorial, TNT Comedy, DE), Hannes Heyelmann (Executive Producer, TNT Comedy, DE), Moritz von der Groeben (Executive Producer, good friends Filmproduktions GmbH, DE), Nataly Kudiabor (Executive Producer, good friends Filmproduktions GmbH, DE), Benjamin Gutsche (head author, DE)

// Venue: AUDIMAXX

..: 03.30-5.00pm // WORK IN PROGRESS: PART 2

Moderator: Thomas Lückerath (DWDL.de, DE)

>> BAD BANKS (Letterbox Filmproduktion GmbH, ZDF)

Speakers: Lisa Blumenberg (Producer, LETTERBOX FILMPRODUKTION GmbH, DE), Oliver Kienle (Head writer, DE), Christian Schwochow (Director, DE), Caroline von Senden (Commissioning Editor, ZDF, DE)

>> EIGHT DAYS / ACHT TAGE (NEUESUPER GmbH, SKY Deutschland, DE)

Speakers: Rafael Parente (Showrunner / Writer / Producer, NEUESUPER, DE), Frank Jastfelder (Director Drama Production, Sky Deutschland, DE), Benjamin Seiler (Writer, DE), Peter Kocyla (Writer, DE)

>> THE CRIMSON RIVERS / DIE PURPURNEN FLÜSSE (maze pictures GmbH, ZDF)

Speakers: Philipp Kreuzer (Producer, maze pictures GmbH, DE), Sebastian Krekeler (Director Sales & Acquisitions, ZDFE.Drama, DE)

>> PASTEWKA (Minestrone TV, Brainpool TV GmbH, Amazon Prime Video)

Speakers: Bastian Pastewka (lead actor, writer, DE), Tobi Baumann (Managing Director / Producer, Brainpool TV GmbH, DE), Dr. Christoph Schneider (Managing Director, Amazon Video Germany GmbH, DE)

// Venue: AUDIMAXX

..: AFTER CONFERENCE NETWORKING COCKTAIL (starting at 5pm)

// Venue: Foyer