



SERIESLY BERLIN

Press Release

From TikTok to TV Drama: Seriesly Berlin Reveals Full 2025 Conference Line-Up

- Full conference schedule [now online](#).
- The Creator Age: from YouTube and TikTok to primetime TV
- Podcasts and audio storytelling as indispensable narrative formats
- Hands-on sessions with agents, producers and writers
- Open to the public: Seriesly Berlin Premieres with [eight international series](#)

Berlin, 8 September 2025. One week to go until the second edition of **Seriesly Berlin** (15-18 September), the vibrant festival and industry event for the future of serial storytelling, opens its doors with inspiring panel discussions, hands-on workshops, promising pitch sessions, buzzing networking events and publicly accessible series premieres, including Q&A sessions with creators and talents. The program for the two-day **Seriesly Berlin Conference** (17-18 September, Fotografiska Berlin) is now all set and will welcome international industry experts, speakers and participants. The public program of **Seriesly Berlin Premieres** (15-18 September) is open for the general audience and kicks off the festival on Monday, 15 September with a top-notch line-up of eight international series, celebrating world, international or German premieres at the festival. Accreditation for [press](#) and [industry](#) as well as [tickets](#) for publicly accessible series premieres.

Latest conference panel and speaker additions revealed as the complete program goes online.

The updated program introduces more top voices from across the industry, with **Yolanda Rother** (The Impact Company) returning to the stage as Master of Ceremony. The conference will open with a tone-setting keynote, “**Are We Content with Content?**”, delivered by Serbian-American artist and filmmaker **Igor Simić**, also known for his work in narrative-driven games as creative director of Demagog Studio. The keynote will explore what creativity, craftsmanship, and cultural depth mean in a time when stories are increasingly shaped by streaming platforms, social media, and AI—setting the stage for a critical reflection on storytelling in today’s attention economy.

The panel **Storytelling 2030: Who Pays, Who Plays?**, curated and moderated by **Irina Ignatiev**, will explore the future of financing and partnerships in an evolving media landscape; joining are **Nataly Kudiabor** (Managing Director & Executive Producer, UFA Fiction), **Sebastian Krekeler** (Deputy Head of Drama, ZDF Studios), **Henning Kamm** (Managing Director & Producer, Real Film; credits include *Berlin ER* and *Call My Agent Berlin*), and **Alicia Ramirez** (Managing Director, Constantin Film Produktion, producer of high-end series *Eldorado KaDeWe* and *Smilla’s Sense of Snow*), **Lasse Scharpen** (Producer, Studio Zentral; producer of *Love Sucks* and the celebrated feature film *Sound of Falling* — Germany’s official Oscar submission, winner of the Cannes Jury Prize).



SERIESLY BERLIN

Content creators and the seismic shift to creators economy

A standout session, **Ctrl+Alt+Delete: Rethinking TV in the Creator Age**, explores how traditional television is being reprogrammed by a generation raised on YouTube, Twitch, TikTok, and Patreon. With nearly half of young audiences in Germany already favoring creator content over primetime TV, the panel brings together innovative voices including **Darina Su** (TikTok creator and director with over 700,000 followers) and **Kaan** (storytelling powerhouse with nearly 4 million TikTok followers and a cross-platform reach of more than 1 million on YouTube and 500,000 on Instagram), alongside **Ina Eck (COO, Co-Founder Fabiola)**. Together, they will debate how broadcasters and production companies can respond to new storytelling formats, creator-driven revenue models, and rapidly shifting audience expectations.

This is followed by a Case Study on **Building a Streamer–Producer Partnership** between Netflix and production company bildundtonfabrik. What does a long-term streamer–producer relationship look like when it actually works? In this moderated conversation, **Lisa Kreimeyer** (Director Series Netflix DACH) and **Philipp Käßbohrer & Matthias Murmann** (co-founders, bildundtonfabrik) unpack the creative and industrial journey behind their multi-year collaboration, delivering success series like “How to Sell Drugs Online (Fast)”. **Guilty Pleasures: How Is Reality TV Adapting To The Algorithm Age?** explores how unscripted producers keep reality formats relevant for digital-native audiences — from embracing new technology to reimagining established IPs. Speakers include Marc Lorber (The Art of Co-Productions), Oliver Fuchs (Fabiola), and Pamela Kretzschmar (ITV Studios Germany), moderated by **Jochen Schropp** (actor, television host, and reality TV podcast co-host).

Some of Europe's most forward-thinking commissioners will gather for an honest conversation in the panel discussion titled **Greenlight Visionaries: Someone has to say yes first – or nothing new gets made**. Lada Dobrkovská (Producer, Local TV Content CZ&SK | CANAL+), Jarmo Lampela (Head of Drama | Yle), and Toomas Ili (Head of Content | Elisa Estonia) will explore what it really takes to back bold, challenging series in a risk-averse market, in conversation with Deadline's Jesse Whittock.

Podcasts, conversation series and audio storytelling

Seriesly Berlin also spotlights audio storytelling: **Unwritten+** is a podcast about building a career across cultures and borders. Podcast host **Irina Ignatiew** talks to Nigerian American filmmaker **Kaelo Iyizoba** about his path and his new project “Birthright”, also selected for the **Seriesly Writers' Pitch**. The live podcast recording is followed by the bar talk **Serial by Sound: How Podcasts & Audio Dramas Keep Us Listening**, with **Berni Mayer** and **Johanna Steiner** from Wake Word Studios, unpacks the craft of podcasting and audio dramas — from dramaturgy and sound design to keeping audiences hooked across formats. Together, these sessions underline how podcasts have become indispensable in today's serial storytelling ecosystem.

In the live recording of **Talk to a Serial Eye** the program's Head of Studies **Katrin Merkel** will explore, together with Serial Eyes alumna **Marlene Melchior**, the challenges and creative approaches Marlene and the team at hit series “Maxton Hall” offering a behind-the-scenes glimpse into adapting novels for the screen with a female-led writing team.



SERIESLY BERLIN

Hands-on Sessions: Navigating the industry as agents, commissioning editors & writers

From Entourage's Ari Gold to Dix pour cent, agents are often seen as the elusive power players behind the scenes. In **Call My Agent**, a conversation with agent **Roy Ashton** (Partner, Gersh Agency), he gives insights into the real role of the agent today, as markets shrink and greenlights get rarer and unpacks how agents navigate creative ambition and commercial realities.

The workshop program also includes **Co-Pros Without Tears: Tools & Tactics for the Braves**, an advanced hands-on session with lecturer **Frédéric Pittoors d'Haveskercke**, equipping experienced producers with practical strategies for structuring international co-productions — from financing and rights management to workflows and packaging. In **Germany 2026: Film & Series Funding – Turning New Rules into Opportunities**, **Johannes Kagerer** (Head of Politics and Sections I German Producers Alliance) and **Jakob Weydemann** (Board Member I PROG – Producers of Germany) discuss opportunities offered by the current film funding legislation. **“Beat It! – Plotting with Beats”** introduces one of the central tools of the US Writers' Room model. Writers' Room coach **Katrin Merkel** offers an overview of its development and leads a practical exercise on plotting with beats.

Further speakers include Be Inthavong (Creative Director, Jim Thompson), Can Evrenol (Director, Producer, Writer), Nayef Hammoud (Co-Creator, Non-Issue), Florence Kasumba (Actress, Tatort, Black Panther, House of Bellevue), Till Kleinert (Director, Writer), Elena Lyubarskaya (Screenwriter, Creative Producer), Libby Lenkinski (Founder, Albi Fund), Keren Michael (Program Director, Albi Fund), Miira Paasilinna (COO, Anagram Group; Managing Director, Anagram Sweden), Rahul Patel (Principal Analyst, Ampere Analysis), Gal Rosenbluth (Co-Creator, Non-Issue), Yousef Sweid (Actor, Director), Stijn Van Kerkhoven (Creator, Director), Helge Jürgens (CEO New Media Funding, Medienboard Berlin-Brandenburg) and Klaus Zimmermann (Co-Producer; Serial Storytelling Mentor).

Furthermore, two pitch sessions will take place during the Seriesly Berlin Conference. Sixteen outstanding new serial projects have been selected to present their stories to the industry — eight for the **Seriesly Berlin Co-Pro Pitch** for projects already in development, and eight for the **Seriesly Berlin Writers' Pitch** for early-stage projects. Participants will compete for prizes and seek partners for financing, co-producing, distribution, and international collaboration.

Find the Seriesly Berlin Conference program and time schedule [here](#).

Get accredited for the Seriesly Berlin Conference [here](#).

Find the Seriesly Berlin Premieres [here](#).



SERIESLY BERLIN

Thanks to our partners and sponsors:

Seriesly Berlin is funded by Medienboard Berlin-Brandenburg. Fotografiska Berlin is main partner. Hotel partner is KPM Hotel & Residences. Culinary partner is Heritage Berlin. Media partner is Deadline.

More:

www.serieslyberlin.com

Press contact and press accreditation:

SteinbrennerMüller Kommunikation

Dr. Kathrin Steinbrenner & Kristian Müller

Tel: +49 (0)30 – 4737 -2191 & -2192

E-Mail: mail@steinbrennermueller.de