

OPEN CALL: SHOOT THE BOOK! SÉRIES MANIA 2026

What and for whom

The upcoming edition of *Shoot the Book! Séries Mania* will take place on 24 and 25 March 2026 during the Séries Mania Festival in Lille, France. This unique programme, developed by SCELf in partnership with Séries Mania and Pro Helvetia, offers publishers a strategic platform to showcase their most promising titles to international TV and streaming producers, and to connect with key players in the series industry.

This year's programme includes two main activities:

- > A full day of B2B meetings on Tuesday, 24 March, where publishers present two titles from their catalogue during one-on-one meetings with international film and series producers
- > A pitching session on Wednesday, 25 March, where publishers can present one of their submitted titles – if selected by the *Shoot the Book!* jury – to international film and series producers

Pro Helvetia invites publishing houses in Switzerland to participate in the *Shoot the Book! Séries Mania* programme. By taking part, publishers benefit from professional support from an adaptation expert regarding titles and negotiations, a masterclass on adaptation, and networking events. Pro Helvetia covers expenses related to travel, accommodation, and accreditation.

The *Shoot the Book! Séries Mania* programme is part of the Séries Mania Forum for professionals, which runs from 24 to 26 March 2026.

Application

Please send the following to literature@prohelvetia.ch:

- > Two titles from the publisher's catalogue by Swiss authors, with strong potential for international film or series adaptation, for the B2B meetings
- > For these two titles, indicate which has more potential for a series adaptation; this title will be presented at the pitching session, should it be selected by the *Shoot the Book!* jury

Selection criteria

- > Submitted titles must have strong potential for international film or series adaptation
- > Title and publishing house must comply with [Pro Helvetia's general requirements](#)
- > Audiovisual adaptation rights must be available during the *Shoot the Book!* programme dates (i.e. until 24 March 2026)
- > Sample texts must be available in English during the *Shoot the Book!* programme dates (i.e. until 24 March 2026)

Financial contribution

- > Pro Helvetia covers expenses related to travel, accommodation, and accreditation

Application deadline and decision-making process

- > Applications can be submitted via email to literature@prohelvetia.ch until Wednesday, 28 January 2026
- > Four publishing houses will be selected to participate in the B2B meetings taking place on Tuesday, 24 March; the selection will be announced by Pro Helvetia by Friday, 30 January 2026
- > The jury selection for the pitching sessions, taking place on Wednesday, 25 March, will be announced by the jury in March 2026

Additional information

- > Selected publishers should be available to participate in the programme from 24 to 26 March 2026
- > The *Shoot the Book! Séries Mania* programme will be held in English
- > If selected, English sample texts are a prerequisite to participate in the programme
- > For more information, please contact literature@prohelvetia.ch