



Fiction Module

**International Emmy® Education Module
Cannes - April 26-28, 2026**

Sunday, April 26

The Scripted Ecosystem: Global Trends, Development and Creative Strategy

9:00 AM – 10:30 AM | The State of Scripted Television

Speaker — Marike Muselaers — Nordisk Film

An overview of current scripted trends shaping the global marketplace, and the ongoing balance between local authenticity and international appeal. Through recent case studies of international co-productions, this session examines evolving financing strategies, unexpected funding partners, and the new formats and business models redefining how scripted content is developed and produced.

10:30 AM – 12:00 PM | Creative Leadership in Scripted Television

Speaker — Paul Donovan

This session explores what creative leadership looks like in modern scripted production. Through real-world examples, the session highlights leadership styles, decision frameworks, and common pitfalls that shape the success — or failure — of scripted projects.

12:00 PM – 1:00 PM | Lunch

Speaker — Albin Lewi — Canneseries

Canneseries Artistic Director, Albin Lewi, will introduce the upcoming Festival to the participants and give an overview of how to make the most out of attending.

1:00 PM – 3:00 PM | AI in Fiction: Tools, Strategy, and Real-World Costs

Speakers — Sedat Boynueğri & Yüce Zerey — AI Yapım

This session explores how AI can support key stages of fiction production, from development and visualization to planning and post-production, through demonstrations and real-world examples. Participants will also gain insight into the real costs of implementation, helping them make informed decisions about when and how AI can add value to their projects.

3:00 PM – 5:00 PM | Case Study: Dissecting a Successful Scripted Series

Speaker — Ron Leshem

Using one high-profile series, this session explores how the showrunning model, script decisions, and production challenges shaped the success of the show.

Monday, April 27

Leading as a Showrunner

9:00 AM – 10:30 AM | Protecting the Creative Core **Speaker — Fernando Rovzar — Lemon Studios**

This session looks at what truly drives scripted storytelling. It considers how certain projects find their creators, and what it takes to stay committed to them amid deadlines, budgets, and the practical demands of the industry. A conversation about protecting the core of a story and sustaining originality within the system.

10:30 AM – 12:00 PM | From Local Voice to Global Reach **Speaker — Claire Urquhart — S4C International**

Drawing on real-world examples, the session will examine how cultural specificity can become a competitive advantage, how editorial partnerships are built across borders, and how producers navigate the balance between local authenticity and international appeal.

12:00 PM – 1:00 PM | Lunch

1:00 PM – 3:30 PM | Stay in Control: Where Craft and Technology Intersect **Speaker — Greg Harman — Motion Tech Lab**

Scripted production has always carried the same fundamental risk. Capital locked for years, long pipelines, and no guarantee the audience will still be there when you finally reach the screen. AI is changing the speed of that journey. But speed without human governance just gets you to the wrong place faster. In this session we map the full production lifecycle, from ideation to screen. You will leave with a practical framework for keeping AI in your loop, rather than letting AI lead it.

3:30 PM – 5:00 PM | Inside the Writers' Room **Speaker — Frank Spotnitz — Big Light Entertainment**

What is a Showrunner? This session delves into the different types of writers' rooms (mini-rooms, full rooms, remote rooms), writers' hierarchy & dynamics, and the art of rewriting.

Tuesday, April 28

The Business of Scripted Storytelling

9:00 AM – 12:00 PM | The Show Behind the Numbers

Speaker — Rémi Tereszkievicz — BetaSeries

This session teaches participants how to read data trails left by series, and how to use them to pitch smarter, market sharper, and develop with more conviction. Drawing on international breakout hits, we will explore how viewing data, recommendation algorithms, and AI-driven analytics translate into actionable creative and commercial intelligence. Participants will examine recurring patterns across top-performing series and map how buyers and commissioners evaluate content today.

12:00 PM – 1:00 PM | Lunch

1:00 PM – 2:00 PM | What Makes a Script Worth Backing?

Speaker — Jörg Winger — Big Window Productions

Exploring the anatomy of high-potential scripted concepts, this session examines how networks and platforms evaluate projects at the development stage. Through the analysis of successful pitch materials, participants will gain insight into what commissioners look for, the elements that signal long-term value, and the common pitfalls that can prevent promising ideas from moving forward.

2:00 PM – 3:30 PM | Pitching Stories Across Borders

Speaker — Brendan Foley — Foley Film & TV

Selling a scripted concept internationally requires more than a strong idea, it demands an understanding of cultural nuance and buyer expectations. This session explores how to position local stories for global markets and adapt pitching strategies to the priorities of different broadcasters and platforms.

3:30 PM – 5:00 PM | Workshop: Buyer Questions, Deal-Making Responses

Speaker — Brendan Foley — Foley Film & TV

Using a real-world case study, participants will analyze how buyers evaluate scripted projects in practice. The session focuses on identifying potential pitching angles, anticipating key questions from broadcasters and platforms, and formulating responses that strengthen a project's positioning.

6:00 PM | Canneseries Closing Ceremony

SPEAKERS DAY ONE

Marike Muselaers

VP Intl Financing & Coproductions
Nordisk Film



Muselaers has over 20 years of experience in the film/TV industry. Previously co-CEO of the Lumiere Group (Benelux). She is a sought-after moderator, tutor and speaker at international industry events. In her various roles in distribution, production and financing, Marike has contributed to series like *The Bridge*, *Borgen*, *The Killing*, *Top of the Lake*, *The Fall*, *Gomorra*, and *Soil*. She is an Executive Producer on *Snake Killer*.

Paul Donovan

Co-Founder
Deadpan Pictures



International Emmy-winner, Donovan co-founded Deadpan Pictures in 2014 to produce comedy drama series. Recent projects include *Irish Blood* for AMC, starring Alicia Silverstone which is Acorn TV's highest performing show ever; *This is Not a Murder Mystery* for The New 8 and Studio Canal; *Showkids* for RTE and *Madgic and Video Nasty* for BBC/WDR/Virgin Media and Boat Rocker.

Albin Lewi

Artistic Director
Canneseries



After graduating from ESSEC Business School, Lewi began his career in the Film Department of Canal+ in 2005. Three years later he joined Apple as Editorial Lead for TV & Film on iTunes, where he oversaw launches in several territories. He later served as Independent TV & Movie Lead for Europe. In 2017, Lewi became part of the founding team of the Canneseries festival, where he continues to serve as Artistic Director. Under his leadership, the festival has hosted world premieres of hundreds of international titles.

Sedat Boynueğri

Chief AI Officer
AI Yapım



Boynueğri is the founding partner and Chief AI Officer of AI Yapım a spin-off of Ay Yapım, Turkey's leading production company — where storytelling meets proprietary AI technology.

Yüce Zerey

Co-Founder
AI Yapım



Zerey is the co-founder and Growth and Strategy Lead of AI Yapım - a spin-off of Ay Yapım, Turkey's leading production company - where storytelling meets proprietary AI technology. Previously held senior global roles at Coca-Cola, Unilever and Turkish Airlines. Forbes Global Top Marketer. 161 awards. Five books. Host of AI & Beyond on CNBC-E. LSE graduate.

Ron Leshem

Showrunner
& Producer



Ron Leshem created the original *Euphoria* and produces the HBO adaptation. His shows include *Bad Boy* (Netflix), *No Man's Land* (Arte), *Valley of Tears* (HBO), *Red Skies* (Apple), *Allegiance* (NBC), and the upcoming *Paranoia* (Globo in Brazil). He co-wrote Academy Award nominated film *Beaufort*. He commissioned the original *Homeland*. His novels are published in 20 languages.

SPEAKERS

DAY TWO

Fernando Rovzar

Founder & Creative Director
Lemon Studios



Rovzar built Lemon Studios into one of Mexico's most important production companies, producing over 20 feature films. In TV, he wrote and directed series including the International Emmy® Winning series *Sr. Ávila* (HBO), he created the International Emmy® nominated *Las Azules* (Apple TV+), and directed *Hotel Cocaine* (MGM+). As a professor at Universidad Centro, he teaches the course "The ABC of Showrunning".

Claire Urquhart

Head of Commercial Content Fund
S4C International



Urquhart has originated primetime shows for the BBC, Sky, ITV, PBS and Five/Paramount – winning high-value commissions and hundreds of hours in both scripted and unscripted. Known for ambitious and unexpected television, she has also produced and directed short films. Urquhart blends 25 years of editorial expertise with commercial content investment and co-production.

Greg Harman

CEO & Co-Founder
Motion Tech Lab



25+ years across technology, film and television production, and a Member of the International Academy of Television Arts & Sciences, Harman ran Mechanic Animation, delivering 18 productions for Marvel. In 2020, he co-founded Scriptsee, the AI platform for scripted content analysis, helping creative teams adopt and integrate AI into their process.

Frank Spotnitz

CEO
Big Light Productions



Award-winning writer and producer, Spotnitz began his TV career in Hollywood with the science-fiction series *The X-Files*. His productions include Amazon's Emmy Award-winning *The Man in the High Castle*, *Medici* (Netflix, Rai), *Ransom* (CBS), *The Indian Detective* (CTV, Netflix), *Devils* (Sky), *Leonardo* (Rai, Amazon Prime), and most recently *We Come in Peace* (SVT, ZDF).

SPEAKERS

DAY THREE

Rémi Tereszkiwicz

Chief Sales Officer
BetaSeries



Tereszkiwicz holds degrees in Physics and Economics and has dedicated his career to media innovation. He has served as VP/SVP at Eurosport, Netgem, Lagardère Studios/Mediawan, and Warner Bros, where he launched multiple premium TV and VOD services. Since 2019, he has been developing AI-powered marketing and sales solutions at BetaSeries.

Jörg Winger

Founder
Big Window Productions



Winger is a writer-producer known for award-winning series *Deutschland 83/86/89* (International Emmy, Peabody, Grimme), showrunner of *Soko Leipzig's* first 200 episodes, and creator of *Hackerville* (HBO Europe), *Oujia* (France Télévisions), and *Sam - A Saxon* (Disney+/Hulu). He is currently developing an international thriller series and a feature film.

Brendan Foley

Writer / Executive Producer
Foley Film & TV



Foley is an award-winning Northern Irish Writer-Executive Producer, with international experience in 77 countries in TV drama, features, bestselling books and journalism. His most recent TV series as writer - creator - EP is 2025 breakout hit drama *Sherlock & Daughter*, starring David Thewlis, No.1 series on CW and top five of all shows on HBO Max.