



## **FORUM CARTOON GALICIA IN SANTIAGO DE COMPOSTELA 800 PARTICIPANTS FOR 69 PROJECTS FOR EVERY BUDGET**

*Santiago de Compostela, 25/9/04.* The 15<sup>th</sup> CARTOON FORUM took place from 22 to 25 September in Santiago de Compostela (Galicia/Spain). Organised by CARTOON (AEFA), with the support of the MEDIA Programme of the European Union, the Xunta de Galicia and Xacobeo 2004 and Caixa Galicia, it is the first and only "co-production forum" entirely dedicated to the financing of European animation programmes for television.

This year 69 new series or TV specials were presented by European producers to a record number of 800 participants: potential partners or investors, including 133 broadcasters, 382 producers, 65 investors and 91 both producers and investors from 24 countries, including the USA and Canada.

It is important to note that projects in 2D still have the lion's share (38% - 27 projects) in spite of the opposite trend there has been recently in feature length films. Nevertheless, this year the number of CGI projects has significantly increased with 15 new proposals representing 23% of the total. Moreover, 14 projects were in a mix of 2D/3D (20%), 7 in flash (10%), 2 with puppets (3%), 2 with a mix of cut-out, 1 in 2D and live action and 1 in 2D and photo background each representing the 1.5% of the total.

As far as target audiences are concerned, only 4 projects were conceived for teenagers and adults (6%), 6 for pre-school (8%), 9 for a family audience (13%) and 50 for 6-12 year old children representing 73% of the total. But, even if a channel dedicated entirely to girls has recently been launched in France, the latter were

aimed mostly at a young male audience. In fact, the authors' and producers' favourite characters only counted 5 girl stars. As far as characters are concerned, humans beat animals 35 to 24.

A lot of projects had boy heroes (14), 10 groups of adults, 5 groups of children and some strange creatures looking like a mix of human beings and aliens.

Speaking about animals, many starred farm animals - especially pigs, but insects also played a significant role this year. Other animal characters included ants, penguins, frogs, dogs, cats, koalas, rabbits, dinosaurs, dragons and fluffy teddy bears. Only 2 projects had robots, 4 gods, devils, elves and ghosts, 2 spherical things and 1 each fruit, ice-cream and rubbish.

The majority of the stories were adventures or humorous, but we also saw 8 educational projects, 4 save-the-planet plots, 4 epic stories, 5 projects filled of crime and mystery, 6 sci-fi, 3 fantasy. Lastly 1 each about God, immortality and sex.

On the commercial side, this edition can testify to a remarkable marketing-oriented approach from the early stage of projects; for instance, several of them were conceived in multiformat (TV series - Website - CD - DVD - games - interactive), taking into account merchandising and licensing aspects. Regarding the duration of the projects we had 4 specials of 26 minutes (6%), 4 projects of less than 5 minutes, 18 from 5' to 9' (25%), 25 from 10' to 15' (36%) and 18 projects from 24 to 26 minutes.

Lastly, speaking about money, there were projects for all kinds of budgets. 63% of projects (44 out of 69) cost less than 10,000 EUR per minute - including 8 projects less than 5,000 EUR/m and the cheapest: 766 EUR per minute for a 13x15' TV series in puppets.

37% of the total cost more than 10,000 EUR/m, including 3 more than 15,000 and 3 more than 20,000. We then had 69 projects representing 246 million Euros for some 460 hours of programming with an average cost of 8,900 EUR per minute of animation.

The winner of 2004 CARTOON D'OR will be announced this evening in the Auditorio de Galicia during the closing ceremony before the party which will conclude this wonderful 15<sup>th</sup> edition kissed by the shining Galician sun.

For the next edition the Cartoon Forum will land for the first time in Denmark. The 16th edition will take place in the enchanting old town of Kolding, on the shores of the Baltic Sea from 21 to 25 September 2005.

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