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## Cartoon Forum Friday

Submitted by frank grimshaw on Fri, 2007-09-21 18:08.



Another fine day at the forum. There are three rooms in which presentations are simultaneously held all morning and afternoon, this means a single person can't cover everything, choices have to be made. Yesterday I missed *The Bunjies*, which everyone went wild for, the auditorium was apparently so packed that everyone who wasn't an investor was asked to leave and even then it was a scrum.

Determined not to miss out on another buzz show I went to the Magma presentation for *Oops! Noah is Gone*. It was quite different from the others in that they weren't so much pitching as negotiating. There was a 10 second trailer, then a 40 minute financial discussion; no character descriptions or story arcs. They knew that people would invest in their movie and series and they were pretty cool about it.

A few of the presentations have been embarrassingly awful, some proceed in very poor English. Some go for comedy, some for relentless statistics, some of them have their characters speak for them, some immediately do well while others noticeable crash and burn.

No presentation goes by without a discussion of mobile content, of mobisodes and webisodes. It is always made clear that the planned length can be shortened, that two versions can be made. Mobile content seems to be the buzzword this year.

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