



CARTOON FORUM LUDWIGSBURG COMES TO A SUCCESSFUL CLOSE

- *One third of the projects presented receive short-term financing*
- *New media platforms continue to gain force in European animation*
- *French director Benjamin Renner wins the Cartoon d'Or 2008*
- *Ireland, the UK and France win the Cartoon Tributes for best producer, distributor and broadcaster of the year*

Brussels, September 22, 2008. Cartoon Forum 2008 ended on a high note last Friday, September 19 in Ludwigsburg, Baden-Württemberg, Germany. During the three-day event, over 765 broadcasters, investors, producers and distributors caught a sneak preview of the latest European animation projects for television and new media platforms. A total of 63 projects were presented from 14 countries, summing up about 370 hours of content and a budget of around 200 million euros.

The 19th edition of Cartoon Forum also served as an opportunity to take stock of the European animation industry, led by France, which was responsible for 28% of the projects presented. Overall, the industry continues to rely largely on co-production agreements to get new projects off the ground.

Meanwhile, multi-media platforms continue to gain force in European animation. The trend - which has been spotted at previous editions of this event - remains on the rise, with 21% of this year's projects conceived for new platforms such as mobile phones, internet or videogames.

One of the most significant consequences of this new trend was reflected in the formats of the series, with a majority of the episodes presented this year under 10 minutes long.

Another novelty of Cartoon Forum 2008 was the growing protagonism of animation studios from countries outside of the traditional "big five," a trend which confirms that the European animation market is thriving and experiencing a creative boom all over the continent.

France notoriously dominated the list of most attended projects, having presented five of the ten most popular projects. The list was made up by: "Mouk's World Tour", Millimages (France); "Pok & Mok", Alphanim (France) and Vivement Lundi! (France); "Mr. Baby", Xilam Animation (France); "Plankton Invasion", Tinkertree (Belgium), Nexus Factory (Belgium) and TeamTO (France); "Badly Drawn Roy", Jam Media (Ireland); "Gaston", Normaal Animation (France); "Dr. Brumm", Trikk 17 Animationsraum (Germany); "The Three Robbers", Animation-X (Germany) and Les Armateurs (France); "Claude", Folimage (France); and "Huhu", Stúdió Baestarts (Hungary).

Meanwhile, one third of the projects at Cartoon Forum 2008 confirmed to have secured short-term financing following their presentation in Ludwigsburg for a total budget of 70 million EUR.

CARTOON D'OR AND CARTOON TRIBUTES

As in previous years, Cartoon Forum Ludwigsburg also hosted the Cartoon d'Or and Cartoon Tributes awards. French director Benjamin Renner's short film "A mouse's tale" won the Cartoon d'Or 2008, the European Association of Animation Film's award to support up-and-coming talent in European animation. This year's jury was composed by directors Enzo d'Alò and Raul García and by producer Michael Coldewey.

The Cartoon Tributes, which recognize companies or personalities that have had a positive influence on the European animation industry over the last year, were also announced at the event. This year the awards went to Ireland's Cartoon Saloon (Producer of the Year); UK's Rubber Duck Entertainment (Investor/Distributor of the Year); and France 3 (Broadcaster of the Year).

In 2009, Cartoon Forum will celebrate its 20th anniversary in Stavanger / Sandnes (Rogaland, Norway) from September 22-25.

Organized by the European Association of Animation Film - CARTOON since 1990, Cartoon Forum continues to make its mark as a driving force behind European animation.

The main partners of **Cartoon Forum 2008** were the EU MEDIA Program, Baden-Württemberg Staatsministerium, Stadt Ludwigsburg, Wirtschaftsförderung Region Stuttgart, Filmförderung Baden-Württemberg (MFG) and the Filmakademie Baden-Württemberg.

Press releases and high definition images available at:
www.cartoon-media.eu/FORUM/press.php - Password: cflb2008

Cartoon Forum Organisation : Annick Maes - Tel : + 32 2 242 93 43 -
annick.maes@cartoon.skynet.be

International Press : Gerardo Michelin - Tel : + 34 630 57 2268 - gmichelin@ya.com