

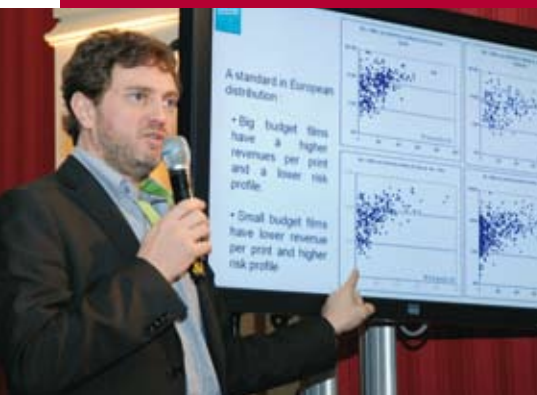
CARTOON *masters* 2009

CARTOON FEATURE

20 to 22 October 2009, Málaga (Spain)



European animated features competing in the international market



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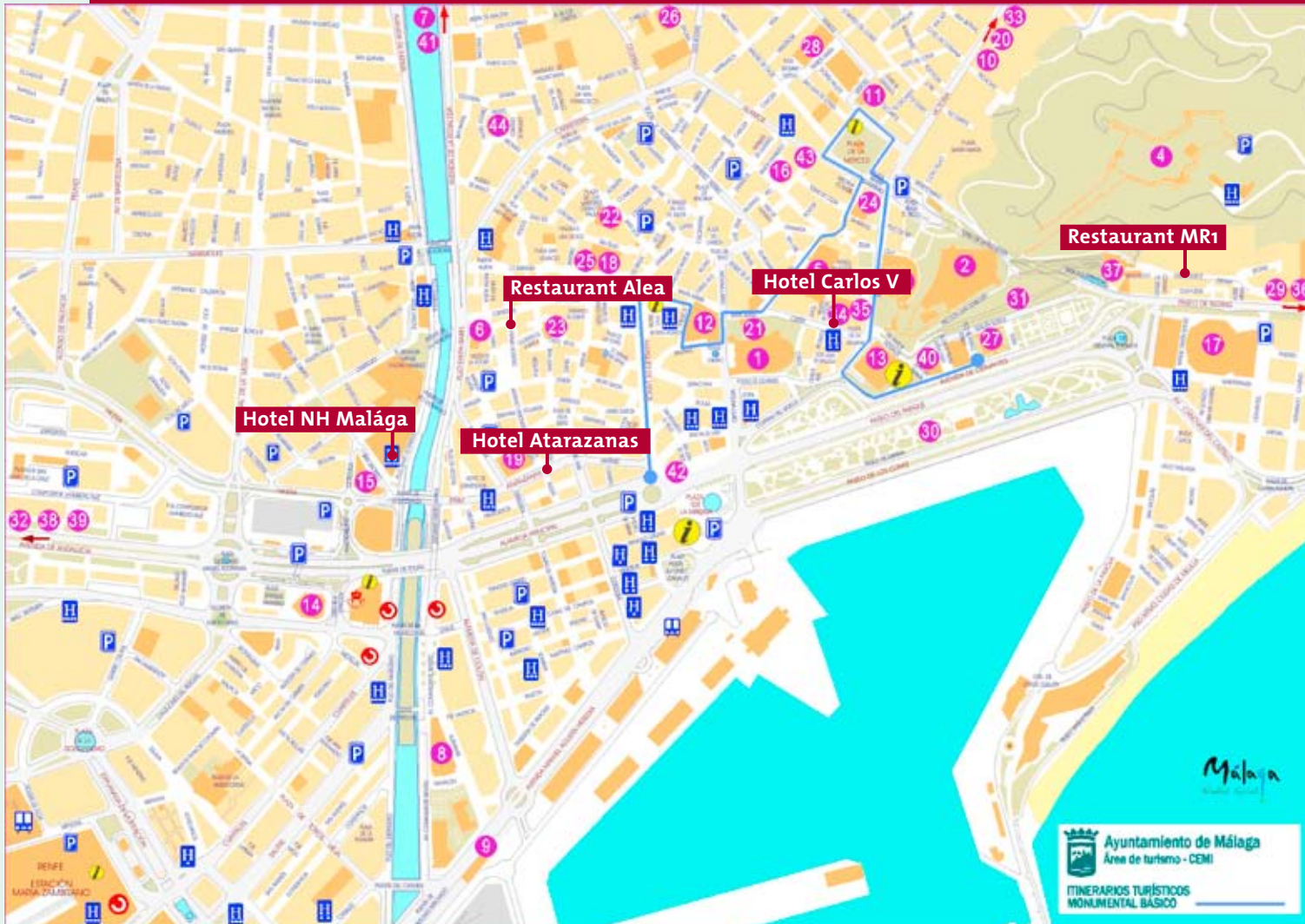
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Tuesday 20 October

• 13:00 Lunch for all participants at NH Málaga

• 15:15 – 15:30 Welcome speech

• 15:30 – 16:15 Opening speech: **The video market in Europe – Physical and digital**

Helen Davis Jayalath will examine the latest trends in European video consumption and assess the outlook for both physical and digital video. Can Blu-ray Discs compensate for declining DVD sales? What conditions must be met for paid-for digital delivery over the Internet to become a viable revenue stream for animation producers? And how does the availability of TV VoD affect the total picture?

Speaker: Helen Davis Jayalath, Head of Video, Screen Digest

Moderator: Jean-Paul Commin

• 16:15 – 16:45 Coffee break

• 16:45 – 17:30 **New VoD business models for animation**

Danish FIDD (Filmmakers ' Independent Digital Distribution) is a European VoD platform which is supported by the EU MEDIA programme. Implementing new tools for effective digital distribution, shortening the value chain and enhancing back catalogues, since 2009 FIDD is also aiming at developing *ToonTelly*, an animation universe with content coming from animation producers from all over Europe. Niels will detail the new business models thereof.

Speaker: Niels Aalbæk Jensen, Founder & CEO, FIDD

Moderator: Jean-Paul Commin

• 20:00 Welcome Dinner for all participants at Restaurant Alea

Wednesday 21 October

🕒 9:00 – 10:00 Writing for stereoscopic 3-D

Jonathan Aibel and Glenn Berger, the 2 DreamWorks writers of *Monsters vs Aliens* will explain how new tools and technology have enabled them to tell a (different? and) more immersive story with greater interaction with the film sets and characters. Does this new technology revolutionise narration and visual techniques?

Speakers: Jonathan Aibel & Glenn Berger, Writers, DreamWorks Animation

Moderator: Mike Robinson

🕒 10:00 – 10:30 Coffee break

🕒 10:30 – 11:45 Producers' relationships with sales agents and distributors

Knowing how to work with sales agents and distributors will help producers establish the quality of their film towards the audience. Learning how to make deals with them is also part of the job. A conversation between a producer and international sales agent around which main markets to attend and case studies, among which *The Secret of Kells*.

Speakers: Irina Ignatiew, Executive Vice President International of Telepool GmbH München
Paul Young, CEO, Cartoon Saloon

Moderator: Jean-Paul Commin

🕒 11:45 – 12:15 Regional funding for films

Victoria Fernández Andrino will detail the different measures that the Cultural department of the Andalusian regional government has set out to support the Andalusian audiovisual sector. With 2 Million Euros, the Region has been able to help the development, production, promotion and distribution of 30 animated features, series and shorts in the last three years. A special focus will be made regarding European co-productions.

Speaker: Victoria Fernández Andrino, Head of programmes at the Audiovisual Funding Department, Regional Government of Andalusia

Moderator: Mike Robinson

🕒 12:15 -13:00 Case study: Production and French distribution of *Lascars, Round da Way*

Released last June in France and with nearly 700,000 admissions in France only, this French hit first made its success on Canal+ as a series, then on YouTube and mobile phones. Roch will talk of the production, theatrical and non theatrical release of this emblematic animated film in France, the second largest market in Europe.

Speaker: Roch Lener, CEO, Millimages and Bac Films

Moderator: Jean-Paul Commin

🕒 13:00 – 14:30 Lunch

● 14:30 – 15:30 Building business plans

When should your business plan be ready and what should it contain to attract private financing from investors? Creative material, production talent, budget and schedule, cash flow, distribution deals, revenue streams and recoupment position, etc...

Guidelines and illustration through a fictitious case.

Speaker: Paco Rodríguez, Executive producer & Consultant

Moderator: Mike Robinson

● 15:30 – 16:00 Coffee break

● 16:00 – 17:00 Case study: The international release of *Planet 51*

Written by Joe Stillman (*Shrek 1 and 2*) with a budget of 60 million USD, and to be released first in the US in November 2009 by Sony Pictures Worldwide, *Planet 51* is not, however, an American animated feature but a Spanish indie production made by Madrid-based Ilion Animation Studios. José Rodríguez will tell us about the production, partnerships and different distribution deals made for this exceptional case study.

Speaker: José Rodríguez, Producer, Ilion Animation Studios

Moderator: Jean-Paul Commin

Free evening

Thursday 22 October

🕒 9:15 – 10:00 Production of Stereoscopic 3-D films

Kandor Moon has finished a stereoscopic 3-D short *La dama y la muerte* in preparation of its next animated feature which will be using this technique. The question is: do the added production costs compensate for higher revenues as 3-D released films already attract more moviegoers? A studio's strategy and experience.

Speaker: Manuel Sicilia, Partner, Kandor Moon and Founder of Kandor Graphics

Moderator: Jean-Paul Commin

🕒 10:00 – 10:30 Coffee break

🕒 10:30 – 11:15 The role of banks in film financing

Commissioned by the EU MEDIA programme, peaceulfish has carried out a study on how the film business and financing sector intersect. Among their recommendations, producers should improve their knowledge of sales and distribution figures and more guarantees should be provided to financial institutions...

Speaker: Juliane Schulze, Senior partner, peaceulfish

Moderator: Mike Robinson

🕒 11:15 – 12:00 Case study: Pre-production work on *Papa raconte/Storyteller*

Before going into production, a whole set of important steps must be achieved to ensure that production runs smoothly. Jean-Paul will detail the pre-production of *Papa raconte/Storyteller*, from the very experienced Les Armateurs production company. The film is ending production and will be released in 2010.

Speaker: Jean-Paul Commin, International media consultant

Moderator: Mike Robinson

🕒 12:00 - 13:00 Marketing and distribution of Stereoscopic 3-D *Around the world in 50 years*

Europe was first to release a stereoscopic 3-D film with Ben Stassen's *Fly me to the Moon* which was a worldwide hit! As *Around the world in 50 years*, his second 3-D animated feature is just about to be released, StudioCanal its international distributor will talk of the tailored and specific marketing and distribution strategies regarding the film.

Speaker: TBC, StudioCanal

Moderator: Jean-Paul Commin

🕒 13:00 – 14:30 Lunch

🕒 14:30 – 15:30 Case study: European co-production of *Niko - The Way to the Stars*

With a 6 Million Eur budget and a well-spread production between Finland, Germany and Denmark, *Niko* is by far the most expensive film in the history of Finnish cinema and also the best box office in Europe for a Finnish film! Petteri, its producer will talk of the whole production process including financing and production pipeline.

Speaker: Petteri Pasanen, Producer, Anima Vitae Ltd

Moderator: Mike Robinson

🕒 15:30 – 16:00 Coffee break

🕒 16:00 – 17:00 The international distribution of *Niko - The Way to the Stars*

With over 1.5 million admissions in Europe, and France accounting for half of them, both Irina Ignatiew who acted as world sales agent and Roch Lener who was the French Distributor through Bac films will give us the ingredients of what made up a recipe for a huge success.

**Speakers: Irina Ignatiew, Executive Vice President International of Telepool GmbH München
Roch Lener, CEO, Bac Films**

Moderator: Jean-Paul Commin

🕒 21:00 Farewell Dinner for all participants at MR1

PONENTES : SPEAKERS

The speakers at this CARTOON FEATURE are:

Niels Aalbæk Jensen : FIDD (DK)
Jonathan Aibel : DREAMWORKS ANIMATION (USA)
Glenn Berger : DREAMWORKS ANIMATION (USA)
Helen Davis Jayalath : SCREEN DIGEST (UK)
Victoria Fernández Andrino : JUNTA DE ANDALUCÍA (ESP)
Irina Ignatiew : TELEPOOL (DE)
Roch Lener : MILLIMAGES & BAC FILMS (FR)
Petteri Pasanen : ANIMA VITAE (FIN)
José Rodríguez : ILION ANIMATION (ESP)
Paco Rodríguez : EXECUTIVE PRODUCER & CONSULTANT (ESP)
Manuel Sicilia : KANDOR MOON / KANDOR GRAPHICS (ESP)
Juliane Schulze : PEACEFULFISH (DE)
Paul Young : CARTOON SALOON (IRL)

Moderators

Jean-Paul Commin : INTERNATIONAL MEDIA CONSULTANT
Mike Robinson : MIKE ROBINSON CONSULTANCY

Niels Aalbæk Jensen FIDD – FILMMAKERS' INDEPENDENT DIGITAL DISTRIBUTION (DK)



Niels Aalbæk Jensen has 16 years of experience as a frontrunner and entrepreneur in the IT industry. He is the founder & Managing Director (CEO) of FIDD.

FIDD is co-owned by 160 of Europe's leading filmmakers', from 17 European countries. FIDD operates the online/IPTV platform www.movieurope.com with access to Europe's largest selection of Feature films, Documentaries and Short films at a fixed price per month. More than 1.200 titles in total.

FIDD is operating from Filmbyen, Denmark, which is one of Europe's top centers in the Film Industry for creativity and development.

FIDD is supported by the MEDIA programme.

Jonathan Aibel & Glenn Berger DREAMWORKS ANIMATION (USA)



Jonathan Aibel and Glenn Berger have been writing partners for more than 10 years. Jonathan was born and raised in New Jersey and attended Harvard University, where he studied psychology and music. While at Harvard, he co-wrote the Hasty Pudding show and was music director of the world-renowned vocal group, The Din & Tonics. Glenn grew up in Smithtown, New York. He studied Japanese and economics at Brown University, where he also began performing stand-up comedy.

The two met right out of university while working as management consultants in Boston. It was there they both discovered their passion for comedy writing and lack of passion for management consulting. So they threw away their suits and briefcases and moved to Los Angeles to become writers.

They began their career writing for television and were part of the original staff of the animated FOX hit «King of the Hill.» They remained at the show for six seasons, rose to become executive producers, and garnered four Emmy nominations and one win.

They've since transitioned to writing feature films, doing numerous rewrites and original live action scripts for studios such as Disney, Warner Bros., New Line, Universal, and Fox. For DreamWorks Animation, Aibel and Berger have penned the Oscar-nominated «Kung Fu Panda» as well as «Monsters vs. Aliens», which was Dreamworks' first stereoscopic 3-D movie. Combined, these movies have taken in more than one billion dollars in worldwide box office (or more than €684,000, but that sounds far less impressive than a billion.) For their screenplay of «Kung Fu Panda», they received the Annie Award, the American animation community's highest honor.

They are currently writing the «Kung Fu Panda» sequel, which will hit theatres in 2011, and are consulting on the forthcoming «Shrek Forever After», both of which will be released in stereoscopic 3-D.

Helen Davis Jayalath SCREEN DIGEST (UK)



Helen heads up Screen Digest's Video team and has overall responsibility for the company's coverage of the packaged media business. She has been analysing the international video business since 1991 and is widely acknowledged as a leading authority in the field. Helen has led the expansion of Screen Digest's coverage of the sector since 1994, including the development of the online Video Intelligence service which set new standards for market information about the video industry.

Helen has managed or contributed to numerous consultancy projects for Screen Digest clients including major Hollywood studios, independent video distributors, TV companies and investment banks. She has written and edited a wide range of Screen Digest reports examining all aspects of the global home video and DVD markets. Over the past 15+ years she has contributed to numerous other media publications and been cited frequently in trade and consumer publications and in radio and TV coverage of the sector. She is a regular speaker at international conferences and in 1996, along with Ben Keen, was appointed co-programme director of the annual European Video Perspectives (PEVE) conference. Over the next decade Helen was instrumental in transforming PEVE into the pre-eminent event of its kind in Europe, bringing together leading home entertainment players from around the world. In 2007 she took on overall coordination of the event when it was acquired by Screen Digest and successfully relaunched as Screen Digest PEVE Digital Entertainment. Between 1999 and 2003 Helen was retained as a market research consultant by the British Video Association. Prior to joining Screen Digest Helen worked as an analyst with Kagan World Media in London. She has a degree from Exeter University and is fluent in Spanish and French with a working knowledge of Italian.

Victoria Fernández Andrino JUNTA DE ANDALUCÍA (ESP)



Victoria Fernández Andrino has a degree in Audiovisual Studies from the University Complutense of Madrid (UCM) and postdegree studies in Film & Audiovisual Heritage by UCM and the Bologna University in Italy. She is working for the Audiovisual Department at the Andalusian Regional Ministry of Culture from year 2000 and at present she is head of programmes at the Audiovisual Funding Department.

Irina Ignatiew TELEPOOL GMBH MÜNCHEN (DE)



Irina Ignatiew is Executive Vice President International of Telepool GmbH München. She heads the world sales division of international distributor Telepool, and is responsible for the sales of more than 20.000 hours and growing TV library including the vast catalog of Germany's No. 1 commercial broadcaster RTL, as well as a variety of theatrical feature films, including international animation hit «Niko - The Way to the Stars», Walt Disney Germany's «Lilly the Witch», Oliver Hirschbiegel's «Angelface» and Marleen Gorries' «Within the Whirlwind» starring Oscar Nominee Emily Watson.

She has over 12 years experience in the international sales industry, having worked for Lionsgate, Trimark Pictures, Loonland and Tandem Communications.

She holds a BA degree in Communications & Advertising and a post-graduate degree in Business of Film and Television from UCLA.

Roch Lener MILLIMAGES & BAC FILMS (FR)



Born in 1956, Roch Lener graduated from ESSEC Business School and has a Master's Degree in Economics. He has been President of Millimages since 1992 and was awarded the French Television Producer Award by PROCIREP in 2000 for his qualities as «innovator, entrepreneur and exporter of audiovisual programmes».

Under his management, Millimages has become one of the leading European animation companies through the production of programmes of high-quality and creativity. Millimages is a fully integrated company handling its own distribution, merchandising and video publishing.

Listed on the Paris stock market, Millimages also expanded its services into audiovisual production and film distribution with the acquisition in 2002 of Gedeon Programmes, which is among Europe's leading factual and documentary producers, and the acquisition in May 2004 of Bac Films, a flagship theatrical film distribution company.

Petteri Pasanen ANIMA VITAE (FIN)



Producer Petteri Pasanen went to London International Film School and made his thesis on movie marketing in Jyväskylä University's department of business economics. Since 2002 Petteri has worked at animation studio Anima Vitae which strongest global competitive edge is the world's fastest production pipeline for topical series. Petteri is a shareholder and CEO at Anima. Petteri has produced a Cannes Prix du Jury winner Pizza Passionata (2001). He is also producer of Niko - The Way to the Stars that won Finnish Oscars for best screenplay and best movie this year. European Film Academy has slated Niko - The Way to the Stars for Best animation feature film of the year. The awards will be presented in December 2009. Petteri has been chosen as the Producer of the year 2009 in Finland. Petteri is a founding member of Finanimation, a Finnish animation producers' association which aims to strengthen long term international relations and market for Finnish animation. He is a founding member of a Finnish animation festival Animatricks as well.

José Rodríguez ILION ANIMATION STUDIOS (ESP)



Bachelor of Chemistry, he starts his professional career working on live action productions until year 2000, when he becomes Line Producer of «Defensor 5», the first Spanish CGI animation series, co-produced by Anima2 and TVE. After working for two years as producer for Auriga Films developing 3D projects, spots and post-production effects, he decides to join BFC, a Berlin based production company, as a Manager for the production of the animation feature film «Happily N'Ever After» (BFC – Lionsgate). For the last three years he has been working as Line Producer at Ilion Animation Studios on the 3D feature film «Planet 51», which will be distributed next Thanksgiving by Sony in the US, and around Christmas in the rest of the world by other top-level distribution companies.

Paco Rodríguez EXECUTIVE PRODUCER & CONSULTANT (ESP)



Mr. Paco Rodríguez began his career with stints as a French teacher, and translator and then he travelled the world as a photojournalist for the Spanish agency AFA de Comunicaciones where he filed reports from such exotic places as Kenya, Taiwan and Colombia for prestigious publications such as the US news and World report (USA), The Observer (UK) and Paris Match (France).

In 1990, he founded PPM Multimedia where he spent 10 years working in distribution and co-production financing as well as executive producing several animated series for children. He has produced as Executive Producer for FILMAX ANIMATION the following animated feature films «El Cid: The Legend»-«P3K Pinocchio 3000»-«Gisaku»- «Nocturna», «Donkey.xote» and «The HairyTooth Fairy I & II». He is acting as consultant for the international Theatrical and Audiovisual sector.

Manuel Sicilia KANDOR MOON / KANDOR GRAPHICS (ESP)



Founder and director of Kandor Graphics and partner of Kandor Moon, a joint venture with Antonio Banderas' production company, Green Moon. His creative energy and entrepreneurial talent has made Manuel the key player in invigorating and rejuvenating the animation world in Spain, creating with Kandor Graphics in Granada a first class animation studio with international appeal. «The Missing Lynx» is his first work as director and scriptwriter, and the first CGI animated feature film completely produced at Kandor Graphics. The film was sold in more than 60 countries and among others won the Goya Award for best animated film and best film in Animadriid.

He also produced the short films: «the tell tale heart» (with more than 20 international prizes) and «The lady and the reaper». Currently he is directing the second feature produced by Kandor Moon, «Goleor, the scales and the sword».

Manuel is a member of the board of AEPA (Spanish Association of Animation Producers), and has lectured extensively about computer animation at Eurographics, Art Futura, Mundos Digitales, Cartoon and several Universities.

Juliane Schulze PEACEFULFISH (DE)



Juliane is Senior Partner and Consultant at peacefulfish, a strategic consulting firm providing business services to the audiovisual industries which is based in Berlin. She specialises in creating financing solutions, fund models and innovative financial instruments for the film and digital content industry.

As Executive Advisor, she holds an extensive cross-industrial knowledge, covering feature film, Internet and mobile content. She advises not only international production companies but also media regions on profiling and positioning.

Juliane lectures at the Media Business School and is Expert at the Creative Coaching Center in Berlin.

Paul Young CARTOON SALOON (IRL)



Paul Young is a co-founder and CEO of Cartoon Saloon, Producer of the animated feature «The Secret of Kells» and Executive Producer of the animated children's series «Skunk Fu!» which has sold globally to territories including the BBC, Super RTL, Kids WB and Cartoon Network in the US.

«The Secret of Kells» has received a number of international film festival awards including the Audience Awards at Annecy 2009 and at the Edinburgh international film festival 2009.

Cartoon Saloon picked up the Producer of the year tribute at the Cartoon forum 2008 and Cartoon Movie 2009. Tomm Moore received the Directors Guild of Ireland and America finders series award 2008 and European Director of the Year at the Cartoon Movie in 2009.

The Saloon is in development of a number of exciting new projects.

Paul is also an award winning cartoonist and illustrator and draws at least one cartoon for the Killkenny People newspaper every week, just so he doesn't forget how to!

MODERATORS

Jean-Paul Commin INTERNATIONAL MEDIA CONSULTANT (FR)



After studying journalism in Paris, Jean-Paul Commin became a professional journalist in 1971. He then worked as Head of Information, and as Editor, of reviews in particular devoted to music. He occupied managerial positions from 1976 to 1986 with Phonogram/Polygram France (Direction of Marketing, International and then Managing Director). He joined the Time Warner WEA Music group from 1987 until 1990, as Head of International and Marketing for the French company. He created and was Managing Director of N.M.V (Video Edition and Distribution) in 1990, and then in 1992 became Editorial and Marketing Director at the video companies Fil à Film/Les Films de Ma Vie. He was nominated in 1992 Director General of the French Union of Video Publishers (SEV) and joined the Management Committee of the International Video Federation (IVF, Brussels). He was voted President of the IVF in January 1998, and was yearly re-elected, until he stepped down after a ten-year presidency. He chaired the PEVE (Perspective de l'Édition Vidéo Européenne), which he set up in 1992, an event supported both by the MEDIA Programme of the European Commission and the CNC (France), until he relinquished the presidency in 2007. Jean-Paul Commin joined France Télévisions Distribution in 1999 as Head of the Publishing Division (video, records, music publishing, books, merchandising) and became Chief Operating Officer in 2002, a responsibility he held until mid 2008. In addition, during 2004-2006, he was President of the Steering Committee for the Executive body of the European Audiovisual Observatory (Council of Europe). Currently, he is Counsel and member of the Bureau of ADEF (French Film Exporters Association), Chargé d'Affaires for the production company Les Armateurs («Kirikou», «Les Triplettes de Belleville»), member of the Educational Committee to the Cultural Industry Master (ESC, Dijon) and a cinema, animation and multimedia Expert with Poitou Charentes Cinéma.

Mike Robinson MIKE ROBINSON CONSULTANCY (UK)



Mike Robinson graduated from Lancaster University in 1969 and went to work in British Repertory Theatre as stage manager and for 8 years as production manager at the Manchester Library Theatre Company. In 1979, he joined Cosgrove Hall productions as studio manager and for 9 years as general manager. The company produced such classics as «Danger Mouse», «Count Duckula» and «The Wind in the Willows» and won many international awards. In 1992, Mike set up his own animation consultancy specializing in project management and co-production. He has worked with broadcasters, distributors, production companies and investors and has acted as consultant to Abbey Home Media responsible for Production and International Sales. In addition to project management, Mike is asked to prepare reports on animation issues as well as advising clients on production budgets, schedules, control facilities, business plans and finance/rights strategies. Mike was one of the founder members of The British Animation Training Scheme (BATS); he is a moderator for both Cartoon Forum and Cartoon Movie; he chairs and participates in the various Cartoon Masters; and is invited to conduct animation seminars on many business aspects of animation production (S4C, Celador, Pro-Seiben, Polygram).

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