



Press release
Lille, 19 November 2019

VR, e-books, web series, apps, video games, ... Animation goes transmedia!

2-4 December in Lille, France

CARTOON 360 aims to help European producers deploy their animation projects into transmedia programmes.

How? Through practical and personalised advice provided by a pool of highly experienced digital experts.

Animation is a chain of excellence in the Region Hauts-de-France, the third region of France in this field with ten studios and seven animation schools established on its territory. The region reinforces its position as a key player in hosting for the second time Cartoon 360, an important event organised by CARTOON, in order to properly position Lille on the animation map.

For three days, European producers will pitch their transmedia animation project to a large European audience and a panel of experts from the digital world. The tailor-made recommendations given by digital experts on each specific project will help producers improve their transmedia strategy on the different platforms they are pursuing.

This year, **24 transmedia projects** have been selected to be assessed by **29 digital experts**.

14 countries are presenting their original animated projects (TV series, web series, feature films, graphic novels, apps, VR, ...).

Around 150 participants will attend this unique event, the opportunity to meet a strong network of professionals active in the new platforms!

About 29 international digital experts from the new media industry

A panel of 29 international digital experts from the new media industry will be at the front row of CARTOON 360 to evaluate the selected transmedia animated projects. This means instant feedback on projects, valuable advice on business plan, strategies and content.

Among them:

- **Broadcasters** (Disney, Turner, France TV, Arte France, SuperRTL, Ketnet / VRT)
- **Game and App developers** (Pikkukala, Ankama Games, Wunderz, Tobo)
- **Financiers** (CNC, La Fabrique des Formats)
- **VoD platforms** and distributors (Hopster TV, Indie Sales)
- **Specialists in multiplatform content and narrative** (Epic Story Media, Studio 100, Gaumont)
- **Publishers** (Bayard Group)
- **Digital marketeers** (We Are Family, Kids Insights)
- **Experts in licensing** (VMS Consulting Projects Ltd)

Their field of expertise cover large areas on content strategy for multi-platforms; digital and web series; interactive writing, development and publishing of video games, apps & e-books; development and distribution of transmedia content; branding, licensing and merchandising; digital marketing; financing and more.

2 professionals' keynotes will be also organised in addition to the pitching programme:

- **"Ankama's Krosmoz universe: Creating and Managing a Transmedia project"**
by Matthieu Levisse (Ankama Games, France)
- **"Is your content creating a connection with the next generation?"**
by Nick Richardson (Kids Insights, United Kingdom)

About CARTOON

International non-profit organization based in Brussels, CARTOON has been organising for more than 30 years, training for animation professionals to help them adapt and anticipate market changes. Thus, European professionals can become more competitive because better equipped to face these changes. CARTOON is the organiser of Cartoon 360, one of the training seminars developed within the Cartoon Masters, and also Cartoon Movie, a co-production forum for animated feature films and Cartoon Forum, a co-production forum for animated TV series.

Press contact

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Practical information

- Dates: **2-4 December 2019**

Location:

[Le Palais de la Bourse \(CCI\)](#)

40, place du Théâtre

59020 Lille

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CARTOON 360 is organised by CARTOON with the support of Creative Europe - MEDIA Programme of the European Union, Région Hauts-de-France, Pictanovo, La Métropole Européenne de Lille and Plaine Images.