



CARTOON FORUM FIRST ONLINE EDITION: 11,604 VIEWS FOR 80 PROJECTS & 265 INTERNATIONAL BUYERS

Eighty new animated series from all over Europe took another step towards their completion at the 31st Cartoon Forum, an event which was held exclusively online due to the coronavirus pandemic. Despite migrating into a virtual environment, the co-production event for European animation series reached astonishing figures, including more than 11,604 views, and 850 participants, 265 of whom were buyers. The online format also made it possible for the event to go global and promote European animation in 43 countries, including the USA, Canada, Mexico, Brazil, Argentina, Australia, South Korea, China, and India, among others.

This will surely be remembered as Cartoon Forum's "Business first" edition, which once again confirmed European animation high-quality production and strong financing capacity. This year's event was held virtually on 14-17 September, the same dates set for the face-to face edition which was to be celebrated for the ninth consecutive year in the French city of Toulouse. The organization kept the pre-recorded pitches available until October 15th, thus adapting itself to the new demands and dynamics of the industry events.

A SNAPSHOT OF EUROPEAN ANIMATION

Cartoon Forum's line-up offered a comprehensive overview of European animation, which is currently dominated by series aimed at 6-11-year-old children, produced in 2D animation and with 6-12 minutes episodes. France led the line-up with 31 projects, followed by Ireland (8), Denmark (6), and Spain (6), while Belgium, Finland, Germany, Italy, and UK participated with 3 projects each. With an average cost of 4.1 million Euros per series, the 80 projects amounted to a total budget of 327 million Euros and 445 hours of new content.

Animation aimed at 6-11 children continued to lead the Forum's line-up with 31 projects (39%), closely followed by the series for pre-schoolers, which already account for the 35% (28). Meanwhile, the number of projects aimed at Family Audiences (10), Young-Adults (8) and Teenagers (3) remained stable.

FRANCE LEADS THE TOP 10

With 8 series, France was the country with the most projects in the top 10 list, which counted 12 projects as 2 projects were twice a tie, sharing the 4th and 5th places.

Based on the number of views of each presentation on the digital platform between September 15 and October 15, the 12-project list features **Goat Girl** a quirky comedy starring a 13-year-old girl raised

by mountain goats (Daily Madness Productions, Ireland); the adventure comedy **Monster in My Pocket** (Cyber Group Studios, France), the high-concept mini-series **The Upside Down River** (Dandelooo, France) and the uplifting **Gemma & the Defenders** (Xilam Animation, France).

Among the most viewed projects are also **Tiny Island** (TeamTO, France), **Hanna & Nana** (JAM Media, Ireland), **Hey Fuzzy Yellow** (Toon2Tango, Germany) and **Chaos Castle** (Oddbod Creations, United Kingdom) all four aimed at pre-schoolers.

France's **Alex Player**, a series set in the world of e-sports produced by Bee Prod, **Wonder Wai** (Ellipsanime Productions), **PriZOOners** (Tchack) and **Rowbot** aka Atla5 (Dwarf entertainment) also made it into the top 10.

The following are among the prevailing trends detected in this year's edition:

- Books and comic books remain an important source of inspiration for European animation.
- Women continue to gain ground with more and more female leading characters, and a growing number of women scriptwriters, directors, and producers behind the projects.
- European animation continues addressing different audiences – ranging from pre-schoolers to Young Adults/Adults, and including the leading 6-9 years old segment –, and featuring a wide variety of graphic styles and formats.

The 32nd Cartoon Forum will take place in Toulouse from 20 to 23 September 2021.

About CARTOON FORUM

Created in 1990 to boost the co-production and distribution of European animation for television and new media platforms, Cartoon Forum has helped 822 animation series obtain financing to the tune of over 2.84 billion Euros.

The main partners of Cartoon Forum Toulouse are Creative Europe - MEDIA, CNC (Centre national du cinéma et de l'image animée), Occitanie / Pyrénées-Méditerranée Region, Mairie de Toulouse, Toulouse Métropole, Casino Barrière and France Télévisions.

About CARTOON

CARTOON is an international non-profit association based in Brussels organising Cartoon Forum, along with Cartoon Movie, a co-production forum for feature-length animation, and the Cartoon Master training seminars.

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Press resources:

• Selected projects gallery: <http://www.cartoon-media.eu/cartoon-forum/cartoon-forum-2020/discover-the-projects2020-1.htm>

• High res stills: <http://www.cartoon-media.eu/home/press-login.htm>
(Password: cftoulouse2020).