



## HYBRID SERIES & CROSS-MEDIA PROJECTS: NEW TRENDS AT 25<sup>TH</sup> CARTOON FORUM

Cartoon Forum, celebrating its 25<sup>th</sup> anniversary as the annual pitching event for European animation series, showed how the genre continues captivating television broadcasters and new players in the audiovisual industry with 84 new projects presented in Toulouse between 23–26 September.

With a **record participation of 870 professionals**, an abundance of original ideas and diverse topics were on display, seeking to accelerate their development and find new commercial partners. Series for adults and young adults continue to gain ground across European programming grids: “Bitmuch” (Melting Productions), “Lastman” (Everybody On Deck), “Pigeons and Dragons” (La Blogothèque Productions SAS)...

The forum revealed an strong increase in **hybrid series** that mix animation with live action (20 projects such as “Fleak”, “The Tiniest Man in the World”, “Mick - The Kobold-Chef”, “Gaia”, “Houdini”, “Troubling Monsters”, “Operation Christmas”, “Little Roy”, “All for Nuts”...) and an interest by producers to develop cross-media series (31 projects such as “Foto B”, “Squids”, “Sex Say What”, “The Cooking Time”...) capable of showing on different screens.

The role of broadcasters, both public and private, remains key in developing and financing European animation, together with an interest from **new players** such as digital platforms like Amazon, Netflix or EuroVOD, which attended the Forum for the first time.

This anniversary edition, juggling a 20% rise in projects from previous editions, also brought improvements in organisation, reducing pitching slots to 30 minutes from 40, while also making room for projects in earlier stages of development.

## THE MOST POPULAR

“The Tiniest Man in the World”, a project from **France’s** Les Films de l’Arlequin that combines stop-motion animation with live action, captured the most attention among professionals at the event. Other French series that made a lot of buzz were “Houdini” (Dandelooo); “Jean-Michel, Super Caribou” (Autour de Minuit); “Ernest and Celestine”(Folivari), a continuation of the adventures of the characters from the book and film; “Squids” (Ellipsanime); “Cheeky Anna” (Les Armateurs/Folimage); “Operation Christmas” (Vivement Lundi!); and “All for Nuts” (4.21 Productions).

**Local talent and from the Midi-Pyrénées Region** was present with “One Day One Fact”, the publisher Milan Presse’s first foray into audiovisual production; and “The Jungle Bunch meets The Owl & Co”, a cross-over programme produced by TAT productions and Studio Hari that had its world premiere at Cartoon Forum.

**Belgium** showed its creative potential once again with projects such as “Roger Flambé, (animated) Actor” (Thuristar) and “Sex, Say What?”, a series by Beast Animation that explains the changes of adolescence.

Other highlights were the **Dutch** project “Fox and Hare” (Submarine), **Germany’s** “Mick – The Kobold-Chef” (Animationsfabrik); **UK’s** “Claude”(Sixteen South); **Ireland’s** “Little Roy” (JAM Media) and “Ellie the Ace” (Cartoon Saloon); **Spain’s** “I, Elvis Riboldi” (Edebe) and **Denmark’s** “Vitello” (Zentropa Entertainments15).

## TRIBUTES FOR FRANCE, CARTOON D’OR FOR BELGIUM

As in previous editions, the event served as a framework for two of the most important awards in European animation: the Cartoon Tributes and the Cartoon d’Or.

For the Cartoon Tributes, the awards that recognize Broadcaster, Investor and Producer of the Year, the French stole the day with prizes for Canal+, Mediatoon Distribution and Les Films de l’Arlequin, respectively.

Meanwhile, the Cartoon d’Or, the award for best European animated short film, went to “The Christmas Log” by Stéphane Aubier & Vincent Patar, a stop-motion TV special from the popular series “A Town Called Panic” produced by Belgium’s PANIQUE! and France’s Autour de Minuit Productions.

## CARTOON FORUM RESULTS

The event also served as an opportunity to take stock of the accomplishments: Cartoon Forum has made in the past 25 years, helping **538 projects**, or about a third of all the projects presented, obtain financing worth a total **1.9 billion euros**. 80% of the European series have an average cost between 5,000 to 15,000 euro. Animation stays the best seller of the European audiovisual: about a third of the series presented at Cartoon Forum were sold in more than 20 countries and 20 European series became **blockbusters** and were sold in over 100 countries, such as “64 Zoolane”, “Peppa Pig”, “The Triplets”, “The Jungle Bunch”, “The Hive”, “Minuscule”...

## **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 538 animation series obtain financing to the tune of over 1.9 billion euros. The main partners of Cartoon Forum Toulouse Midi-Pyrénées are Creative Europe - MEDIA, CNC (Centre national du cinéma et de l'image animée), Région Midi-Pyrénées, Mairie de Toulouse, la communauté urbaine de Toulouse Métropole, Casino Barrière and France Télévisions.

The next edition of Cartoon Forum will take place from 15-18 September 2015.

## **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; the Cartoon Master training seminars; and Cartoon Connection, a programme intended to explore ways of reinforcing cooperation between EU and non-EU animation professionals.

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**High-resolution stills of the projects:** <http://www.cartoon-media.eu/cartoon-forum/cartoon-forum-2014/media/press.htm> Password: cftoulouse2014

### **Pictures of the event:**

<https://www.flickr.com/photos/35940214@N05/sets/72157647591104459/>

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