

# Cartoon Business

23-25 April 2019, Tampere (Finland)



Conference → New Emerging Business Models in Animation



Ministry of Education  
and Culture, Finland



# CONTENT & PRESS REVIEW

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Creative  
Europe  
Desk UK

**MEDIA News**  
29 March 2019



[Read more](#)



### The Film Corner project is now available for schools to test

This is a unique opportunity to participate in the testing phase of a film education resource (funded by Creative Europe) with your school (if you are a teacher) or with your network of schools (if you are a film education provider/institution).

[Read more](#)



### ON THE BLOG: Learning from the masters at CPH:DOX

On day three of the Creative Europe-funded CPH:CONFERENCE we attended talks with Nanfu Wang, Petra Costa and Asif Kapadia about their filmmaking processes and motivations

### Trans Atlantic Partners 2019

A training and networking program for experienced film and TV producers from Europe, Canada and the U.S, dedicated to trans-Atlantic co-production.

[Apply by 1 Apr](#)

### Cartoon Business 2019

A top-level seminar focusing on new generation models of financing and revenues brought about by the changes in the production and distribution markets.

[Register by 12 Apr](#)

### Sunny Side of the Doc

Pitch at this internationally renowned marketplace for documentary and narrative experiences.

[Apply by 19 Apr](#)

29/03/2019

vente /j

**Déjà inscrits en tant que distributeurs ou agents de vente :**  
**BAC Films, Child Film, Gebeka Films, GKIDS, SND Groupe M6, Yejilim Entertainment, Wild Bunch Distribution, Charades, Global Screen, Indie Sales, Latido Films, mk2 Films, Studio 100 Film, Studiocanal et beaucoup d'autres...**

[A propos](#) - [Inscription](#) - [Participants](#)

**CARTOON BUSINESS, 23-25 AVRIL 2019, TAMPERE**  
**Construisez votre modèle international de croissance**



**>>>>>>> Inscrivez-vous avant le 12 avril <<<<<<<<<**

Pour accroître votre présence à l'international, quels sont les relais de croissance, de financement, de partenariats et d'exploitation de marques qui assureront la longévité de vos propriétés intellectuelles ? Vous trouverez à Cartoon Business des réponses concrètes sur ces modèles façonnés entre créateurs et distributeurs de contenus pour mieux répondre aux nouvelles exigences du grand marché de l'animation.

Découvrez les [conférenciers](#) qui partageront leur expertise, leurs meilleures pratiques et des études de cas originales sur l'évolution des contenus en termes créatifs et financiers :

- **Leaders européens de la diffusion :** ZDF, Sony Pictures Television, Turner EMEA, YLE, Hopster...
- **Distributeurs et coproducteurs :** ZDF Enterprises, NoweN Distribution, Dandelooo, APCKids, Sun Creature, Ink and Light, Haruworks, Gutsy, Gigglebug Entertainment...
- **Investisseurs et financiers :** IPR.VC, VJC Media, Nordisk Film & TV Fond, Banque Nationale du Canada...
- **Experts en licences et merchandising :** XILAM, Ferly, VMS Consulting...

[A propos](#) - [Inscription](#) - [Conférenciers](#) - [Programme](#)

**CARTOON BUSINESS**

Financing & exploiting animation programmes

**Cartoon Business**



**23 > 25 AVR @ TAMPERE**

**CARTOON DIGITAL**

Creative content for connected screens

**cartoon<sup>+</sup> digital**



**21 > 23 MAI @ CAGLIARI**  
**SAVE THE DATE!**

regional entertainment, with cartoon production, Emerald, Global Screen, Indie Sales, Latido Films, mk2 Films, Studio 100 Film, Studiocanal and many more...

[About](#) - [Registration](#) - [Who is coming](#)

**CARTOON BUSINESS, 23-25 APRIL 2019, TAMPERE**  
**Build your international growth model**



>>>>>>>> **Register by 12 April** <<<<<<<<<

Cartoon Business will examine how **TV, SVOD, large media companies and content producers** are working together to find better ways to fund their growth model and strengthen their IPs to remain on top of what the international animation market is looking for.

Discover the [speakers](#) who will share their expertise, best practice, original case studies on how to increase the development and longevity of European animation brands in today's global market:

- **European TV leaders:** ZDF, Sony Pictures Television, Turner EMEA, YLE, Hopster...
- **Distributors & co-producers:** ZDF Enterprises, NeweN Distribution, Dandelooo, APCKids, Sun Creature, Ink and Light, Haruworks, Gutsy, Gigglebug Entertainment...
- **Investors & financiers:** IPR.VC, VJC Media, Nordisk Film & TV Fond, Banque Nationale du Canada...
- **Licensing & merchandising experts:** XILAM, Ferly, VMS Consulting...

[About](#) - [Registration](#) - [Speakers](#) - [Programme](#)

**CARTOON BUSINESS**

Financing & exploiting animation programmes

**Cartoon Business**



23 > 25 APR @ TAMPERE

**CARTOON DIGITAL**

Creative content for connected screens



21 > 23 MAY @ CAGLIARI  
**SAVE THE DATE!**



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CARTOON eNews mars 2019



**CARTOON BUSINESS, 23-25 AVRIL 2019, TAMPERE (FINLANDE)**  
**Comment mieux commercialiser la création et le financement de vos programmes d'animation**



[Inscrivez-vous ici](#)

33 conférenciers de haut niveau venus de l'international (Sony Pictures Television, ZDF, ZDF Enterprises, YLE, Turner EMEA, ROVIC, Dandeloo, IPFLVG, Gigglebug Entertainment, APCKids, etc.) partageront avec vous leur expertise, leurs meilleures pratiques et des études de cas originales sur la manière d'améliorer le développement et la longévité des marques d'animation européennes sur le marché mondial actuel.

Découvrez le [programme](#).

Informations pratiques :

- Dates : 23-25 AVRIL 2019
- Lieu : [Tampere Hub](#), Tampere (Finlande)
- Inscription : Allez sur la plateforme en ligne ([My Cartoon](#)) > My Registrations > Cartoon Business 2019
- Date limite : 12 Avril

[Cartoon Business - Inscription](#) - [Regardez nos vidéos](#)

**CARTOON DIGITAL, 21-23 MAI 2019, CAGLIARI (ITALIE)**

## AGENDA

### CARTOON BUSINESS

Financing & exploiting animation programmes



23 > 25 AVR @ TAMPERE

### CARTOON DIGITAL

Creative content for connected screens



21 > 23 MAI @ CAGLIARI

**CARTOON DIGITAL, 21-23 MAI 2019, CAGLIARI (ITALIE)**  
**Les clefs pour construire votre marque digitale**



[Inscrivez-vous ici](#)

Ce séminaire exclusif donne des pistes et des outils aux producteurs d'animation pour qu'ils développent de manière optimale leurs propriétés sur les écrans digitaux :

- Apprenez de **25 conférenciers internationaux** (Europe/Canada) (Turner EMEA, France Télévisions, RAI RAGAZZI, RTVE, Kinet/VRT, BBC Children's, Federation Kids & Family, Xiam, Moonbug Ent., etc.)
- Réseautez avec des diffuseurs de premier plan, des sociétés de jeux vidéo, des producteurs et distributeurs numériques, RWRA à succès pour créer ensemble le contenu qui engagera votre public cible !

Informations pratiques :

- Dates : 21-23 MAI 2019
- Lieu : [The Manifattura Tabacchi](#), Cagliari (Italie)
- Inscription : Allez sur la plateforme en ligne ([My Cartoon](#)) > My Registrations > Cartoon Digital 2019
- Date limite : 30 Avril

[Programme](#) - [Inscription](#) - [Regardez nos vidéos](#)

21 > 23 MAI @ CAGLIARI


### CARTOON FORUM

Pitch to find co-pro for animated TV series



16 > 19 SEP @ TOULOUSE

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networking and co-pro events

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**CARTOON eNews March 2019** f t v

**CARTOON BUSINESS, 23-25 APRIL 2019, TAMPERE (FINLAND)**  
**Creating and financing animation programmes that grow into commercial brands**



[Register here](#)

33 International top-level speakers (from Sony Pictures Television, ZDF, ZDF Enterprises, YLE, Turner EMEA, ROVIO, Dandeloo, IPRVC, Giggiebug Entertainment, APCoGs, etc.) will share their expertise, best practice, original case studies on how to improve the development and longevity of European animation brands in today's global market.

Discover [the programme](#).

**Practical information:**


- **Dates:** 23-25 APRIL 2019
- **Venue:** [Tampere Hall](#), Tampere (Finland)
- **Registrations:** Go to the online form ([My Cartoon](#) > My Registrations > Cartoon Business 2019)
- **Deadline:** 12 April

[Cartoon Business](#) · [Registration](#) · [Watch our videos](#)

**AGENDA**

**CARTOON BUSINESS**


Financing & exploiting animation programmes



23 > 25 APRIL @ TAMPERE


**CARTOON DIGITAL**

Creating content for connected screens



21 > 23 MAY @ CAGLIARI

**CARTOON DIGITAL, 21-23 MAY 2019, CAGLIARI (ITALY)**  
**The keys to build your digital brand**



[Register here](#)


This exclusive seminar focuses on how animation producers can create more business opportunities for their properties on the digital screens:

- **Learn from 25 international speakers** (Europe/Canada) (Turner EMEA, France Télévisions, RAI RAGAZZI, RTVE, KatcoVRt, BBC Children's, Federation Kids & Family, Xiam, Moonbug Ent., etc.)
- **Network with leading broadcasters, game companies, successful digital, VR and AR producers** to create together the content that will engage your target audience!

**Practical information:**

- **Dates:** 21-23 MAY 2019
- **Venue:** [The Manifattura Tabacchi](#), Cagliari (Italy)
- **Registrations:** Go to the online form ([My Cartoon](#) > My Registrations > Cartoon Digital 2019)
- **Deadline:** 30 April


[Evil programme](#) · [Registration](#) · [Watch our videos](#)



21 > 23 MAY @ CAGLIARI

**CARTOON FORUM**

Pitch to find co-pro for animated TV series



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**CARTOON eNews Avril 2019**

[f](#)
[t](#)
[v](#)
[m](#)

**CARTOON BUSINESS, 23-25 AVRIL, TAMPERE (FIN)**  
**Rappel : inscrivez-vous aujourd'hui !**

La semaine prochaine, optimisez le développement et la longévité de vos marques d'animation sur le marché mondial actuel grâce à :

39 conférenciers de haut niveau venus de l'international (Sony Pictures Television, ZDF, ZDF Enterprises, YLE, Turner EMEA, ROVIO, Dandelooo, IPR.VC, APCKids, Newen Distribution, etc.)

[Cartoon Business](#) - [Inscription](#) - [Programme](#) - [Vidéos](#)

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**CARTOON DIGITAL, 21-23 MAI, CAGLIARI (ITALIE)**  
**Les clefs pour construire votre marque digitale**



Inscrivez-vous ici

Ce séminaire exclusif donne des pistes et des outils aux producteurs d'animation pour qu'ils développent de manière optimale leurs propriétés sur les écrans digitaux :

- Apprenez de 35 conférenciers internationaux (WOW! Unlimited Media, France Télévisions, RAI RAGAZZI, RTVE, Ketnet/VRT, BBC Children's, Federation Kids & Family, Xiam, Moonbug Ent., Rainbow, Millimages, Mondo TV, Ubisoft, Popcorn Digital, etc.)

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**CARTOON eNews April 2019**

[f](#)
[t](#)
[v](#)
[e](#)

**CARTOON BUSINESS, 23-25 APRIL, TAMPERE (FIN)**  
**Reminder: register today!**


Next week, improve the development and longevity of your animation brands in today's global market with:

**33 International top-level speakers** (from Sony Pictures Television, ZDF, ZDF Enterprises, YLE, Turner EMEA, ROVIO, Dandeloo, IPR.VC, APCKids, Newen Distribution, etc.)

[Cartoon Business](#) - [Registration](#) - [Programme](#) - [Videos](#)

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**CARTOON DIGITAL, 21-23 MAY, CAGLIARI (ITALY)**  
**The keys to build your digital brand**



Register here


This exclusive seminar focuses on how animation producers can create more business opportunities for their properties on the digital screens:

- **Learn** from **35 international speakers** (Europe/Canada) (WOW! Unlimited Media, France Télévisions, RAI RAGAZZI, RTVE, Ketnet/VRT, BBC Children's, Federation Kids & Family, Xiam, Moonbug Ent., Rainbow, Millimages, Mondo TV, Ubisoft, Popcorn Digital, etc.)
- **Network** with leading broadcasters, game companies,

AGENDA

CARTOON BUSINESS


Financing & exploiting animation programmes



23 > 25 APRIL @ TAMPERE

CARTOON DIGITAL

Creating content for connected screens



21 > 23 MAY @ CAGLIARI

First day at Cartoon Business Tampere: 18 top-level speakers took the floor!

## First day at Cartoon Business Tampere: 18 top-level speakers took the floor!

Cartoon Business started on Tuesday 23 April with our traditional Welcome Dinner. The participants networked in a relaxed atmosphere, on the top floor of the restaurant Näsinneula, the highest place you can dine in the Nordic countries with a spectacular 360 view.

This morning, a hundred participants attended the opening keynote of Sarah Muller from Sony Pictures Entertainment (Vice-President of Children's and Youth Programming). Sarah gave her take on how kids TV can remain central to building the right connections with their audience.

During this first day, 18 international speakers (broadcasters, financiers, distributors, business strategists, etc.) took the floor at Cartoon Business Tampere and looked into details at Animation in Finland, finding and funding your growth model, content for international market, broadcasters' challenges, private investments, evolution of a heritage brand...

After the conferences, we had the opportunity to visit the exhibition opening at the Moomin Museum: "The Moomin Animations - Thrills and Cuddles".

[More information on Cartoon Business - Speakers - Programme](#)

Cartoon Business: 2 intensive days with 33 top speakers to learn about the evolving business opportunities for animation programmes!

## Cartoon Business: 2 intensive days with 33 top speakers to learn about the evolving business opportunities for animation programmes!

For the second day of Cartoon Business, **14 international experts** shared their experience on European Tax Shelters, new strategical moves from producers and distributors, challenges of VoD in Europe, how to bring brands to an all-around global level, financial plans and co-production models, tools to assess the value of your IP, how to access to public funding opportunities...

The seminar ended with our Farewell Dinner at the restaurant Puisto, in the center of Tampere. Cartoon thanks all participants, speakers and partners who made Cartoon Business Tampere a great success!

**See you next year, 24-26 March in Las Palmas, Gran Canaria**, for a new update on latest trends in the business!

[More information on Cartoon Business - Speakers - Programme](#)

23-26/05/2019

**Business Tampere FI** @BusinessTre\_FI · Mar 26

Cartoon Business 2019 tulee #Tampere'elle! Tapahtumassa kuullaan paljon tärkeää asiaa #animaatio-alan rahoituksesta. Paikallisilla yrityksillä on nyt mahdollisuus rekisteröityä erikoishintaan:



**23-25 APRIL 2019**  
(Tampere - FI)

**Cartoon Business 2019 tulee Tampereelle huhtikuussa! - Business Ta...**  
Maailman johtaviin animaatio-alan konferensseihin kuuluva Cartoon Business 2019 järjestetään tänä vuonna Tampere-talossa. Huippuluokan ...  
[business tampere.com](http://business tampere.com)

**Cartoon Media** @CARTOON\_media · 22 avr.

Here we are! Let's go for #CartoonBusiness to understand the Future of animation market explained by our 33 top-level speakers.

🌐 Traduire le Tweet

💬 2 ❤️ 4 📌



**Cartoon Media @CARTOON\_media** · 24 avr.

Let's begin #CartoonBusiness with a keynote by Sarah Muller (@SonyPictures) Is kid TV at a Turning Point ? 🤔

🌐 Traduire le Tweet



🗨️ 1 🔄 🍷 6 📺

↻ Vous avez retweeté



**Haruworks** @HaruworksHQ · 24 avr.

Next up at [#CartoonBusiness](#) our very own Maija Arponen will share [#scientific](#) approaches to kids [#content](#) [#development](#) in the 'Focus on Finland' session. Great event in Tampere today and tomorrow by [@CARTOON\\_media](#)

🌐 Traduire le Tweet



↻ Vous avez retweeté



**BM News** @BM\_BrandsNews · 24 avr.

Talking about [#animation](#) and next trends at [#cartoonbusiness](#) in [#tampere](#) [#cartoonmedia](#) @ Tampere City Hall [instagram.com/p/Bwoj-aGIYig/...](https://www.instagram.com/p/Bwoj-aGIYig/)

🌐 Traduire le Tweet



↻ Vous avez retweeté



**Ink and Light** @InkandLightFilm · 23 avr.

Of to [@CARTOON\\_media](#) [#CartoonBusiness](#) in Tampere today! Last time we were in Tampere was for the fantastic Short Film Festival there - when we also jumped in a frozen lake for the first time. What adventures await us this time?!

🌐 Traduire le Tweet



**Cartoon Media** @CARTOON\_media · 24 avr.

"If you have a good idea, try to finance it, if you have not a good idea, find a better one " Jo Daris from Tree

🌐 Traduire le Tweet



Vous avez retweeté



**Tuomas Sorjamaa** @T\_Sorjamaa - 24 avr.

Just arrived at [#CartoonBusiness](#), late as usual. Lots of talk about [#animation](#) and [#money](#) for the next two days.

Traduire le Tweet



Vous avez retweeté

**Business Tampere FI** @BusinessTre\_FI · 24 avr.

**BUSINESS TAMPERE** #Tampere'laista osaamista lavalla #CartoonBusiness konferenssissa! Troll VFX:n Samuli Torssonen kertomassa suomalaisesta animaatioalasta.

Traduire le Tweet



1   2   4   [Envelope]

Vous avez retweeté

**BM News** @BM\_BrandsNews · 24 avr.

**BM** Let's talk about the first anglo-danish Production per Turner EMEA. A New IP to follow!

#animation #cartoonmedia #cartoonbusiness

sun\_creativestudio @ Tampere, Finland [instagram.com/p/Bwo3t\\_7FNQu/...](https://www.instagram.com/p/Bwo3t_7FNQu/)

Traduire le Tweet

[Speech bubble]   1   5   [Envelope]

↳ Vous avez retweeté



**BM\_News** @BM\_BrandsNews · 25 avr.

Talking about [#animation](#) and [#distribution](#) here in Tampere

[#animation](#) [#tvdistribution](#) [#cartoonmedia](#) [#cartoonbusiness](#)

dandelooo [@apc\\_france](#) [@Tampere-talo](#) [instagram.com/p/Bwq4mfHF-0L/...](https://www.instagram.com/p/Bwq4mfHF-0L/)

🌐 Traduire le Tweet



↳ Vous avez retweeté



**BM\_News** @BM\_BrandsNews · 24 avr.

Moomin: a brand new tv series which gives a modern twist to a global heritage brand

[#moomin](#) [#tampere](#) [#animation](#) [#cartoonmedia](#) [#cartoonbusiness](#)

[@moominofficial](#) [gutsyanimations...](#) [instagram.com/p/BwpJAtgFLkQ/...](https://www.instagram.com/p/BwpJAtgFLkQ/)

🌐 Traduire le Tweet





Vous avez retweeté



**Marie-Laure Marchand** @MLMfromParis · 25 avr.

Dandelooo speech at Cartoon Business!

[#Cartoonbusiness](#)

Traduire le Tweet



↻ Vous avez retweeté



**Sun Creature** @suncreatures · 25 avr.

Happy to talk about #Ivandoe @CARTOON\_media in Tampere with Sarah Fell from @cartoonnetwork #animation #cartoonbuisness – à Muumimuseo - Moomin Museum

🌐 Traduire le Tweet



 **CARTOON** ...  
Publié par Carl Toon [?] · 14 février · 🌐

Register for #CartoonBusiness and build your international growth model: [bit.ly/2BAAMlp](https://bit.ly/2BAAMlp)  
👉 30 international speakers are already known: [bit.ly/2E9CmMR](https://bit.ly/2E9CmMR)  
[Voir la traduction](#)



 **CARTOON est à : Tampere.** ...  
Publié par Carl Toon [?] · 27 février · 🌐

This year at #CartoonBusiness (23-25 April 2019 - Tampere, Finland):  
30 international business speakers will improve your knowledge of new generation models of financing and revenues.

📄 Register now: [bit.ly/2BAAMlp](https://bit.ly/2BAAMlp)  
🔍 Discover the programme: [bit.ly/2E07Zr5](https://bit.ly/2E07Zr5)  
📺 See a video of last edition: [vimeo.com/274054852](https://vimeo.com/274054852)  
[Voir la traduction](#)



 **CARTOON** ...  
 Publié par Carl Toon [?] · 5 mars · 🌐

This year Sarah Fell (Turner Broadcasting System, Inc.), Vicky Schroderus (Finnish Broadcasting Company) and Dr. Irene Wellershoff (ZDF) will be part of our top qualified speakers.  
 The whole list: [bit.ly/2tKoKS4](http://bit.ly/2tKoKS4)  
 You can register: [bit.ly/2Hbw1IN](http://bit.ly/2Hbw1IN)  
 Voir la traduction



**CARTOON BUSINESS: 23-25 April 2019 (Tampere, Finland)**

 **CARTOON** a changé sa photo de couverture. ...  
 Publié par Carl Toon [?] · 14 mars · 🌐

**CARTOON BUSINESS**  
 Conference on New Emerging Business Models in Animation  
 23-25 April 2019  
[bit.ly/2jsH9P4](http://bit.ly/2jsH9P4)  
 Voir la traduction



 **CARTOON** ...  
Publié par Carl Toon [?] · 18 mars · 🌐

You want to know more about trends in animation ? Register to [#CartoonBusiness](#) and attend the Keynote "Is kids TV at a turning Point" by Sarah Muller among 15 other captivating topics!  
See the whole programme: [bit.ly/2W3AWJP](http://bit.ly/2W3AWJP)  
Register: [bit.ly/2BAAMlp](http://bit.ly/2BAAMlp)  
[Voir la traduction](#)



**Cartoon Business**  
23-25 April  
Tampere  
Finland

*Sarah Muller: "Is Kids TV at A Turnig Point?"*

 **CARTOON** est à : Tampere. ...  
Publié par Carl Toon [?] · 10 avril · 🌐

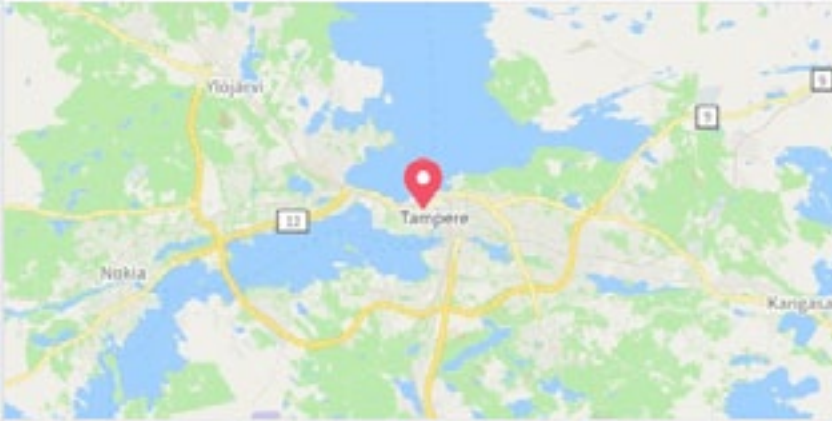
[#CartoonBusiness](#) (23-25 April 2019) is imminent 🕒  
Last days to register for our top-level seminar 🙌 [bit.ly/2BAAMlp](http://bit.ly/2BAAMlp)  
Come & develop your knowledge regarding new business models in animation industry!  
Discover the full programme 🙌 [bit.ly/2U8hSOB](http://bit.ly/2U8hSOB)  
[Voir la traduction](#)



**CARTOON** est à : Tampere. \*\*\*  
 Publié par Laora Ngn [?] · 24 avril · 🌐

Nous y sommes ! C'est parti pour #cartoonbusiness pour comprendre l'avenir du marché de l'animation expliqué par nos 33 haut-parleurs de haut niveau.

⚙️ · Voir l'original · Notez cette traduction



**Tampere**  
 Ville · Finlande  
 690 482 personnes ont visité ce lieu Enregistrer

**CARTOON** est à : Tampere. \*\*\*  
 Publié par Laora Ngn [?] · 24 avril · 🌐

Let's begin #CartoonBusiness with a keynote by Sarah Muller (Sony Pictures): Is kid TV at a Turning Point ? 🤔

Voir la traduction



 Desk Europe Créative MEDIA Wallonie-Bruxelles  
20 mars · 🌐 👍 Aimer en tant que votre Page

Quels sont les nouveaux modèles économiques de l'animation ? 30 experts internationaux présenteront les tendances et nouvelles opportunités de financement à CARTOON Business du 23 au 25 avril 2019. ➔

Programme 📄 [bit.ly/2E07Zr5](http://bit.ly/2E07Zr5)  
Inscriptions avant le 5 avril 📄 [bit.ly/2BAAMlp](http://bit.ly/2BAAMlp)



**Cartoon Business**  
23-25 April 2019  
Tampere (Finland)

 Creative Europe Desk Deutschland - MEDIA  
29 mars · 🌐 👍 Aimer en tant que votre Page

Die Konferenz CARTOON BUSINESS widmet sich den neuen Business Modellen für Animationsserien im Hinblick auf Finanzierung und Erträge, die Zusammenarbeit mit VOD Plattformen, Verlagen, Fernsehsendern und "digital content creators".  
23. bis 25. April 2019 in Tampere, Finnland  
Anmelden bis 12. April 2019  
[Voir la traduction](#)



**Cartoon Business**  
23-25 April 2019  
Tampere (Finland)

BUSINESS, 23-25 APRIL 2019, TAMPERE

**NATIONAL BUSINESS LEADERS  
APPROVE YOUR FUNDING AND  
DISTRIBUTION MODELS**

CREATIVE-EUROPE-DESK.DE  
**Creative Europe | Cartoon Business: New Emerging Business Models in Animation 2019**



**Kreativa Europa Desk MEDIA**  
5 avril · 🌐

👍 Aimer en tant que votre Page

★ Anmäl dig till Cartoon Business i Tampere

Cartoon Business är ett seminarium med fokus på nya typer av finansiering och intäkter som framkommer i samband med att produktionen och distributionen förändras.

Hur kan bolag utnyttja de nya finansieringsmöjligheterna och hur kan de skapa starkare partnerskap med digitala plattformar?... [Afficher la suite](#)

[Voir la traduction](#)



**Cartoon Business**

23-25 April 2019  
Tampere (Finland)



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**Creative Europe Desk Danmark**  
8 avril · 🌐

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CARTOON giver rabat til skandinaviske deltagere ved dette års #CartoonBusiness-konference. Konferencen har fokus på 'New Emerging Business Models in Animation', og finder sted i Tampere (FI) d. 23.-25. april.

Læs mere om, hvordan du opnår rabat ved din tilmelding:

[Voir la traduction](#)



**Cartoon Business**

23-25 April 2019  
Tampere (Finland)



DFL.DK

**Cartoon Business 2019**

Kom til Cartoon Business-konferencen til nedsat pris og bliv klogere på nye forretningsmodeller...



**Oficina MEDIA España**  
8 avril · 🌐

👍 Aimer en tant que votre Page

¡Últimos días para apuntarse!  
Cartoon Business 2019 (CARTOON) se celebrará del 23 al 25 de abril en Tampere (#Finlandia).  
Expertos internacionales y/o ejemplos de buenas prácticas en este evento para la #animación en #Europa.  
Más info > <http://bit.ly/CartoonBusiness2019ES>  
Voir la traduction

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**Cartoon Business**  
23-25 April 2019  
Tampere (Finland)

Registro hasta el 12 de abril de 2019

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Imágenes de CARTOON de la edición de 2018 celebrada en Gran Canaria

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**Creative Europe Desk Ireland - MEDIA Office**  
9 avril · 🌐

Register for CARTOON #Business by 12 April! #Cartoon Business runs 23-25 April. Topics include:

- ◆ What Content does the International Market want?
- ◆ The new breed of Producers and Distributors
- ◆ Broadcasters' Challenges and Content Policies... Afficher la suite

Voir la traduction

CARTOON-MEDIA.EU  
**Cartoon BUSINESS**  
Cartoon Business is a top-level seminar focusing on the new generation models of financing and...



Nordisk Film & TV Fond

10 avril · 🌐

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Still some days left for Nordic animation professionals to register for the three-day event Cartoon Business in Tampere - read the full program! [Nordic Animation CARTOONFinnanimation](#)

Voir la traduction

CARTOON-MEDIA.EU

### Cartoon BUSINESS

Cartoon Business is a top-level seminar focusing on the new generation models of financing and...

**Pyjama Films**  
10 avril · G

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We're recommending all the animation professionals in Finland to take part in the **CARTOON Business** event in Tampere 23-25 April! It's an unique opportunity to learn e.g. what the international market wants and to hear about case studies such as the Cartoon Network show *The Heroic Quest of valiant Prince Ivandoe*. And to meet people e.g. from Cartoon Saloon and Disney. Registration ends on Friday, and participants from Finland get a discounted price you can check from here: <https://mailchi.mp/.../cartoon-business2019-participants-uk-8...>

Voir la traduction



**Cartoon BUSINESS**



**Cartoon BUSINESS**



**Carto-**


**MEDIA Suisse** a partagé une publication.  
10 avril · G

Two days left to register for **Cartoon Business**, a three-day seminar focusing on new models of #financing and #revenues brought about by the changes in the #production and #distribution markets.

Find out more: <http://www.cartoon-media.eu/cartoon-ma.../cartoon-business.htm>

**CARTOON** #trainingmids #gettrained

Voir la traduction



**CARTOON** est à : Tampere.  
10 avril · G

#Cartoonbusiness (23-25 avril 2019) est imminent 🕒  
Derniers jours pour vous inscrire à notre séminaire de haut niveau 🙌 [bit.ly/2BAAMip](http://bit.ly/2BAAMip)  
Venez développer vos connaissances sur les nouveaux modèles d'affaires dans l'industrie de l'animation !  
Découvrez le programme complet 🙌 [bit.ly/2U8hSOs](http://bit.ly/2U8hSOs)  
🔗 Voir l'original · Notez cette traduction

 **Vlaams Audiovisueel Fonds**  
11 avril · 

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Vandaag is je laatste kans om in te schrijven voor de **CARTOON Business**-conferentie in Tampere (23-25 april) ➔

Dertig high level-sprekers komen er uitleg geven over de zakelijke, financiële en distributie-kant van animatieproductie 🗨️

[Voir la traduction](#)





CARTOON-MEDIALEU  
**Cartoon BUSINESS**  
Cartoon Business is a top-level seminar focusing on the new generation models of financing and...

 **Ink and Light Film** a partagé une publication.  
11 avril · 

We're looking forward to welcoming **CARTOON** to Tampere later this month. Its always nice to have a chance to speak about the opportunities in Finland with other animation folk.

[Voir la traduction](#)



**CARTOON** est à : Tampere.  
10 avril · 



Robert Niva

12 avril · 🌐

Mor-Yes! Harvinaista herkkua tarjolla 23.-25.4.2019 tamperelaisille pelistudioille, animaatiostudioille, tuotantoyhtiöille, sisällöntuottajille, visuaalisille suunnittelijoille. Kaikille tarinankertojille. ❤️ Tänään 12.4. ehtii vielä rekisteröityä.

"Cartoon Business is a top-level seminar focusing on the new generation models of financing and revenues brought about by the changes in the production and distribution markets. How to take advantage of new financial opportunities and how to secure stronger partnerships with digital platforms?" 🚀

CARTOON vieraillee harvoin Suomessa ja nyt meillä on täällä Tampereella kunnia isännöidä Cartoon Business -tapahtumaa ja alan kirkkaimpia tähtiä & asiantuntijoita, mm. Gigglebug Entertainmentin Anttu Harlin, Anima Vitae Antti Haikala ja Rovion Simo Hämäläinen. 🔥 Vahva suositus!

P.s. Rekisteröitymismaksuun sisältyy kaiken muun herkun lisäksi lounaat, dinnerit (23.4. Näsinneula & 25.4. Puisto) ja kahvit. 😊

Voir la traduction

CARTOON-MEDIA.COM

### Cartoon BUSINESS

Cartoon Business is a top-level seminar focusing on the new generation models of financing and...



Anima Vitae

16 avril · 🌐

👍 Aimer en tant que votre Page

Only one week to go! Cartoon Business takes over Tampere next week. As part of the official program Anima's Producer Antti Haikala will discuss with Gutsy Animations' Creative Director Marika Makaroff about the Moominvalley TV series and how a modern twist was given to a heritage brand. Wednesday 24 April at 5.30pm. Mark your calendars Cartoon Business goes! #moominvalley #gutsyanimations #CartoonBusiness CARTOON

Voir la traduction

**Cartoon  
Business**

23-25 April 2019  
Tampere (Finland)



 **Anima Vitae**  
28 avril · 🌐

 Aimer en tant que votre Page

Anima's Producer Antti Haikala and Gutsy Animations's Creative Director Marika Makaroff discussing the Moominvalley TV series at CARTOON Business on Wednesday. Did you have a chance to hear our presentation? #CartoonBusiness #animation #animavite

Voir la traduction





A new record issue: 130 pages packed with the main news from the major licensing keyplayers! Also special reports on latest INFLUENCERS trends, researches, digital & media frontiers and what's new at the unmissable Bologna Licensing Trade Fair!

In this issue: Rainbow, Viacom Nickelodeon Consumer Products, Planeta Junior, National Geographic, The Pokémon Company International, Mondo TV, Cool Things, CPLG, Maurizio Distefano Licensing, Victoria Licensing & Marketing/Mattel, Atlantyca, ForFun Media, Gruppo Mondadori, ETS Licensing, Mediatoon Licensing, Hasbro, CTC Media, EQSG /PRONAO, Kimbe, Publievent, Leolandia, The Insight Strategy Group, Webstars Channel, Koko Rose Media, and much more!

Do not forget to take your free copy at one of these leading trade events: Bologna Licensing Trade Fair and Bologna Children's Book Fair in Bologna 1-3 April; KLF (Kazachok Licensing Forum) in Paris 3 and 4 April; MIPTV 8-11 April; Cartoon Business 23-25 April in Finland!!! A great tour for the leading magazine that combines licensing and entertainment!

# CARTOON BUSINESS 2019 TULEE TAMPEREELLE HUHTIKUUSSA!

**Maailman johtaviin animaatio-alan konferensseihin kuuluva Cartoon Business 2019 järjestetään tänä vuonna Tampere-talossa.**

Huippuluokan seminaari keskittyy rahoituksen ja tulovirtojen uudelleenmuodostumiseen, jotka ovat seurausta tuotanto- ja jakelumarkkinoiden murroksesta. Kuinka ottaa kaikki hyöty irti uusista rahoitusmahdollisuuksista ja kuinka varmistaa kumppanuudet digitaalisilla alustoilla? Tämä kaikki selviää Tampere-talossa 23.-25. huhtikuuta.

Cartoon Business tulee pureutumaan tämän päivän animoitujen sarjojen tulovirtoihin sekä varojenkeruuseen. Aihetta tarkastellaan etenkin animaatio-sarjojen tekijöiden, VOD palvelujen, kirjojen julkaisijoiden, rahoittajien, bodcastien tekijöiden sekä digitaalisten sisällöntuottajien kohderyhmien näkökulmasta.

## Tamperelainen osaaminen edustettuna

Tapahtuman [ohjelma](#) sisältää myös paikallista osaamista. Tampereen kaupungin apulaispormestari **Anna-Kaisa Heinämäki** avaa tilaisuuden ja myöhemmin lavalla nähdään Troll VFX-yrityksen **Samuli Torssonen** keskustelemassa Suomen animaatioalasta.

Myös Tampereen vetonaula, Muumimuseo, on luontevasti esillä tapahtumassa. Illalla 24.4. museossa avautuu ainutlaatuinen näyttely uudesta muumianimaatiosta. Näyttelyyn on vapaa pääsy ja tarjolla on juomaa sekä pientä ruokaa.

Tamperelaisilla yrityksillä on nyt mahdollisuus rekisteröityä tapahtumaan alennettuun 300 euron hintaan käyttämällä koodia **FIN299**. Rekisteröidy tapahtumaan [täältä](#).



**23-25 APRIL 2019**  
(Tampere - FI)



## CARTOON BUSINESS 2019 WILL BE HELD IN TAMPERE!

Published on 13.03.2019 | by Ilkka Rahkonen | [News - Film Tampere](#), [Funding](#)

*World's leading conferences in animation, Cartoon Business, will be held this year in Tampere Hall.*

Top-level seminar will focus on the new generation models of financing and revenues brought about by the changes in the production and distribution markets. How to take advantage of new revenue streams and how to ensure the partnerships in digital platforms. Come and find all this out on April 23-25th at Tampere Hall.

Cartoon Business will look into today's fundraising and revenue streams for animated series, including new opportunities with VOD services, book publishers, financiers, broadcasters and digital content creators.

### Tampere Strongly Represented in the Conference

The [programme](#) of the conference includes a lot of local professionalism. The Deputy Mayor of Tampere **Anna-Kaisa Heinämäki** will open the conference. Later **Samuli Torssonen** from Troll VFX will discuss about focus on Animation in Finland.

The crown jewelry of Tampere, the Moomin museum acts its part on the event. On 24th of April, an unique exhibition "The Moomin Animations – Thrills and Cuddles" will open. Free entrance, programme, drinks and nibbles will be provided.

Finnish companies have

All Tampere professionals have a chance register with a special fee of **300 EUR** using the special code **FIN299**

Register the event [here](#).



**23-25 APRIL 2019**  
(Tampere - FI)

# Cartoon Business



## CARTOON BUSINESS EN FINLANDE

Du 23 au 25 avril prochain, **Cartoon** organise à Tampere (Finlande) un séminaire sur l'activité commerciale et internationale des producteurs d'animation, des diffuseurs et des distributeurs dont la stratégie est de développer un volume d'affaires grandissant et d'améliorer le financement et l'exploitation de leurs programmes d'animation.

Au programme, des études de cas et des conseils d'experts pour relever les défis d'un marché devenu global.

Détail des intervenants, informations et inscription sur le site de Cartoon.

Date limite d'inscription : 12 avril 2019.

Coût : 400 euros (hors transport et hébergement).

## Autres actualités



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## CARTOON BUSINESS 2019 IN TAMPERE – HOW TO CREATE CONTENT FOR INTERNATIONAL MARKET

Published on 09.05.2019 | by Päivi Stenroos | News - Film Tampere

The Cartoon Business conference is held once a year, and this time the professionals gathered in Tampere to talk animation business: financing, development and distribution of animation works.



Opening words by Yolanda Alonso, Anne-Kaisa Heinämäki, Liisa Vahäkylä. Photo: Mirella Mellonmaa

The focus of Cartoon Business 2019 was on international market and global scale thinking. Keynote speaker **Sarah Muller** of Sony Pictures Entertainment described the huge change in the ways children use media, especially animation. No more linear and local viewing for the young digital natives, and when consuming patterns evolve, so must production business models, hence the main themes of the conference:

– How to create content that is relevant to the international market, how to fund it and make money out of it, to be able to continue with what you do best, describes **Yolanda Alonso**, Director of Cartoon Masters & Cartoon Connection.

For traditional broadcasters the changing media habits and new platforms are a challenge, for animation producers and financiers also an opportunity to, for example, get visibility on more than one platform. One thing remains true, according to Alonso, story is still the king and content has to be great to succeed.

– There is a real demand for content, and especially for content that is not platform-specific. Not just TV, but a toy, a game, says Alonso.

The more there are channels and platforms, the more there is demand for content.

### Showcasing Finland and Tampere

For Tampere, the conference was an opportunity to become better known as a business hub among the animation producers and financiers. Studios with the latest technology, highly skilled professionals and production-friendly environment make Tampere an excellent platform for all kinds of audiovisual productions.

'Focus on animation in Finland' session presented what's appealing in Finland for an animation production. The cash rebate is one thing, but considering that a production may take 2 to 3 years, a friendly environment is rated high in any producer's wish list.

“

– The quality of life, the level of education, the fact that things get done quickly... you can easily see what is so attractive in Finland, Alonso summarizes.



Cartoon Business at Tampere Hall. Photo: Mirella Mellonmaa

Visual Effects Supervisor **Samuli Torssonen** of Troll Visual Effects is a perfect match to talk about animation in Tampere. The company is strongly Tampere-based with only a small office in Helsinki, and since 2012 they have been creating visual effects for TV, film and commercials. When need be, they bring international talents to Tampere to share the workload.

– Tampere Region is great for that, our artists love it. Compact, easy to get around, lots of activities, Torssonen says.

Not to forget about the finances: Finland has a 25% cash rebate and Tampere grants 10-15% on top of that for eligible costs in the Tampere Region.

For Troll the local extra has secured some important projects, and if you ask a financial expert, regional incentive may just as well be the decisive piece of a puzzle. **Timo Angilander** is Managing Partner at

IPRVC, a venture investor focused on media content.

– Incentives are an important part of the package, but the number one goal is to make excellent content, Angilander states.

### Going global

IPRVC invests in content, mainly TV and film, animation included. Angilander encourages producers to think globally and plan their projects for international market from the beginning. Tampere is as good starting point for such projects as any.

– From my point of view, Tampere has the credibility, there is talent, there is good 'buzz', and also a remarkable game industry. Animation and games are kind of related, and we are always hoping to find more good transmedial content, says Angilander.

At the same time and in the same building, a new exhibition on the history of Moomin animation opened in the **Moomin Museum**. Over six decades, many different animated versions have been made. The latest one 'Moominvalley' by Cuty Animations also a subject of discussion in the internationally themed conference.

13/05/2019

## CARTOON BUSINESS 2019 TAMPEREELLA – TEEMANA KANSAINVÄLISET MARKKINAT

Julkaisu 09.05.2019 | kirjoittanut Päivi Stenroos | Ajankohtaista, Artikkelell - Film Tampere

**Cartoon Business -konferenssi järjestetään kerran vuodessa. Huhtikuussa 2019 animaation ammattilaiset kokoontuvat Tampere-taloon puhumaan bisneksestä: animaation rahoituksesta, kehittämisestä ja jakelusta.**



Cartoon Businessin toi animatioammattilaiset Tampere-taloon. Kuva: Miriella Mellonmaa

muutoksista huolimatta tarina on silti tärkein, ja vain hyvä sisältö voi menestyä.

- Hyvälle animaatiolle on todella paljon kysyntää. Erityisesti erilaiselle sisällölle, joka ei ole sidottu vain yhteen alustaan, vaan joka taipuu television lisäksi vaikkapa peliksi tai laulaksi, Alonso sanoo.

Näyttää varmalta, että animaation kysyntä kasvaa. Mitä enemmän syntyy erilaisia kanavia ja alustoja, sitä enemmän tarvitaan sisältöjä.

### Suomi ja Tampere esillä



Suomen animatioalaa esiteltiin. Kuva: Miriella Mellonmaa

animatioita monien käyttöön; televisioon, elokuihin ja mainoksiin. Tarpeen tullen yritys tuo kansainvälisiä freelancereita Tampereelle oman porukan täydennyseksi.

“

- Tampereen seutu on mahtava paikka, kansainväliset artistimme rakastavat tätä. Sopivan kokoinen, joka paikkaan pääsee helposti, tekemistä ja tapahtumia on paljon, Torssonen kertoo.

Rahoituspuolelakin Tampereella on tarjottava tuotannoille: Suomen 25 prosentin tuotantokannustusten päälle on mahdollista saada 10-15 prosentin maksuhyvitys Tampereen seudulla syntyneistä kuluista.

Palkallinen laia on suttanut Trollia saamaan tärkeitä projekteja, ja myös rahoituksen asiantuntija **Timo Argilander** pitää mahdollisena, että kannustin voi jokuks olla juuri se ratkaiseva palanen päätöksissä. Argilander toimii pääomarahasto **IPVC:ssä**, joka sijoittaa mediasisäisiin.

- Kannustimet ovat osa pakettia, mutta yksikötavoitteena on silti aina hyvin sisällön tekeminen, Argilander toteaa.

### Tavoitteena kansainvälisyys

IPVC investoi sisältöihin, etenkin televisioon ja elokuvaan, animatio mukaan luettuna. Argilander rohkaisee tuottajia ajattelemaan globaalisti ja suunnittelemaan hankkeensa alusta lähtien kansainvälisille markkinoille. Tampere on kelpo paikka ponnistaa maailmalle.

- Minun näkökulmastani Tampereella tulevilla projekteilla on uskottavuutta. Seudulla on hyvää osaamista ja pohinaa, ja lisäksi merkittävä pelisektori. Animaatio ja pelit kun ovat sukulaisia toisilleen - ja me toivomme aina käyttävämmä hyvää transmediaalisia sisältöjä, Argilander sanoo.

Samaan aikaan konferenssin kanssa Tampere-talossa avautui Muumimuseon uusi, **Muumi-animatioiden historiaa** esittelevä näyttely. Vuosikymmenten aikana Muumeista on nähty monia erilaisia versioita. Niistä tuorein, Cutty Animationsin Muumilaakso nousi myös Cartoon Business -konferenssin kansainvälisyyteensä sopivaksi aiheeksi.

Cartoon Business 2019 keskittyy kansainvälisten markkinoihin ja globaalin mittakaavan näkökulmiin. **Sarah Müller** Sony Picture Entertainmentilta kuvasi keynote-puheessaan lasten mediankäytön vaihtavaa muutosta. Lineaarisuus ja paikallisuus eivät enää kuulu nykyajan nuorten digitaalisen katselutapoihin, ja kun kulutuksen mallit muuttuvat, tuotannon liiketoimintamallien pitää pyrkiä mukana. Konferenssin ohjelma tarjoaa tähän apuja.

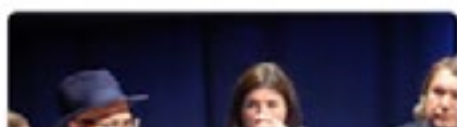
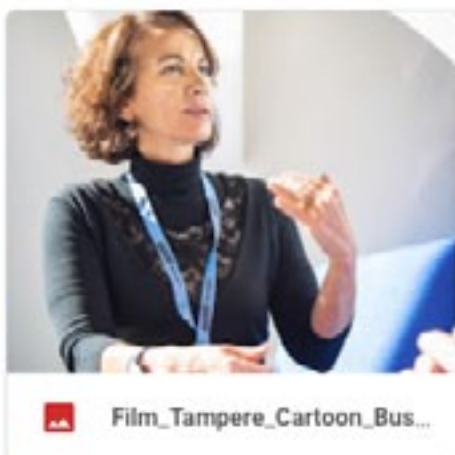
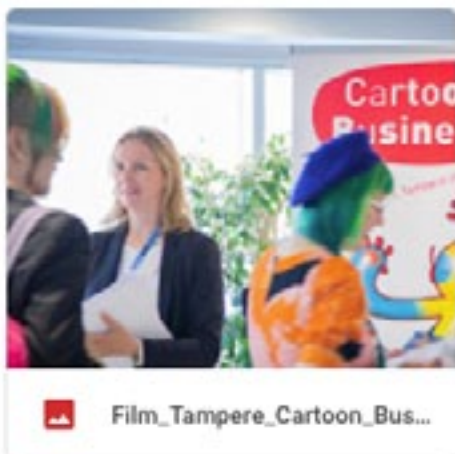
- Miten kansainvälisille markkinoille soveltuva sisältö luodaan, miten se rahoitetaan ja miten siitä tehdään rahaa, jotta tekijät voivat jatkossakin tehdä sitä, mitä parhaiten osaavat, kuvaillee ohjelman teemoja Cartoon Masters & Cartoon Connection -tapahtumia johtava **Yolanda Alonso**.

Perinteisille lähetyksimenneen harjoittajille mediankäytön muutokset ja uudet alustat voivat olla haasteita, mutta animatiotuottajille ja -rahoittajille myös mahdollisuus esimerkiksi monipuolisemman näkyvyyden saamiseen. Alonso painottaa, että



Shared with me > Cartoon Business 2019

Files



The screenshot shows a Vimeo showcase page for 'Cartoon Business 2019'. The page header includes the Vimeo logo, navigation links for 'Manage videos', 'Watch', 'Features', 'Block', and 'Upgrade', a search bar, and an 'Upload' button. The main title 'Cartoon Business 2019' is prominently displayed. Below the title, there are six video thumbnails arranged in two rows of three. Each thumbnail shows a person in a professional setting, likely an interview. The first three thumbnails have captions: 'BUSINESS 2019 - Katharina Pietzsc...', 'BUSINESS 2019 - Olivier Nomen Int...', and 'BUSINESS 2019 - Sarah Muller Inter...'. A 'Share' button is located to the right of the title. The bottom row of thumbnails is partially visible but lacks captions.