

PRESS RELEASE



CARTOON BUSINESS GRAN CANARIA: FINDING TOGETHER THE BEST GROWTH MODELS FOR AND WITH ANIMATION

CARTOON international association's annual calendar comes to an end with **Cartoon Business**, a top seminar on new emerging business models in the European animation industry. The event will be held on November 15-17 on the island of Gran Canaria (Spain) with the participation of some 120 animation producers and professionals from all over Europe.

With a programme of 19 conferences and a number of networking activities, this event aims to reflect on and provide inspiring ideas for content financing and business development in the animation industry. Among other activities, case studies from Ireland's Cartoon Saloon, Denmark's Copenhagen Bombay, the Netherland's Submarine, and UK's Jellyfish Picture will be presented, focusing on these production companies' experiences and the business decisions that were key to the success of their projects.

The franchise strategy designed by Peyo Productions and IMPS for their internationally recognised property "The Smurfs" will be analyzed in one of the conferences. Another case study will focus on the local comic "Dickie" and its development into a global IP for young adults.

The changing distribution sector scenario and the current place of animation on SVoD, Public and Private TV Platforms, will also be addressed at the conferences.

Content financing, brand building, the world of NFTs, the evolving role of Financial Controllers and the increasingly important contribution of animation schools and regional clusters are some of the other topics that will be discussed. In addition, WarnerMedia's Adina Pitt will share her vision for the animation of tomorrow.

Regarding public policies in the animation industry, Gran Canaria's Cabildo and Film Commission will share their strategies in creating a friendly environment for animation, including tax incentives and financial support for the setting up of audiovisual companies.

The conference programme is available [at this link](#).

The list of production and distribution companies participating in the conferences is rounded off by Spain's Abano Produccións, Amuse Animation, and Anima Kitchent Media - the latter two hail from Gran Canaria -, De Hofleveranciers (Belgium), Fortiche Production, and Superprod (France), Big Idea Farm, Ulysses Filmproduktion, and Studio 100 Media (Germany); and Entertainment One (UK), among others.

Cartoon Business also features the presence of public funds and private investors such as Animation Media Cluster Region Stuttgart - AMCRS (Germany), Cine-Regio - Regional Film & AV Funds (Belgium), Coficiné (France), and We Are Family Europe (UK); broadcasters like European Broadcasting Union (Switzerland), Radio Television Española - RTVE (Spain), The Walt Disney Company EMEA (UK), and VRT-Ketnet (Belgium); publishers like KidsKnowBest (UK), and animation schools including Ecole de Condé (France), Gobelins, l'Ecole de l'Image (France), and The Animation Workshop (Denmark).

The complete list of speakers is available [at this link](#).

Gran Canaria, a new spot for European animation

Cartoon Business lands for the third time in a row in Gran Canaria after being held in Utrecht (Netherlands) in 2016, Belfast (UK) in 2017, and Tampere (Finland) in 2019. In recent years, more than 12 animation and VFX studios have been set up in this new spot for European animation, an upward trend reflecting Gran Canaria's increasing commitment to animation. Tax incentives for the animation industry - with tax deductions of up to 50% in the case of international productions or co-productions with Spain -, as well as other benefits including an unparalleled quality of life, are the key to the island's appeal as business destination. Amuse Animation, Anima Kitchent, Birdland Entertainment, Koyi Talent, Perruncho Studio, Fortiche Production, Big Canaria, and Orca Studios are some of the animation production companies working from Gran Canaria to the world.

About CARTOON

CARTOON is an international non-profit association based in Brussels which organises a number of events focused on animation, including co-production and pitching events like Cartoon Forum and Cartoon Movie, and three training events: Cartoon Springboard (Madrid), Cartoon Business (Gran Canaria), and CartoonNext (Marseille) in 2022.

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