Cartoon Business - Presentation text

### finding together the best growth models for and with animation

Based on case stud­ies and experts’ advice, 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.

Join top-lev­el ani­ma­tion and broad­cast exec­u­tives from across Europe as they chart out the busi­ness future for Euro­pean ani­ma­tion. Pub­lic and pri­vate fund­ing, new busi­ness mod­els, licens­ing and mer­chan­dis­ing, dig­i­tal oppor­tu­ni­ties, legal issues are explored with top-lev­el speakers.

**OBJECTIVES**

– Learn about today’s funding and revenue streams

– Benefit from business success stories

– Engage with international key players of the industry

> 130 participants from 21 countries

> 25 speakers

> A unique place to grasp new business opportunities