



CARTOON BUSINESS EXPLORES NEW BUSINESS MODELS FOR EUROPEAN ANIMATION IN BRUSSELS

Cartoon Business, the top-level seminar organised by CARTOON, will be held in Brussels for the second year in a row with the aim of assessing the current situation of European animation and exploring new business models within the industry. The event features an exhaustive programme of inspiring keynotes and revealing case studies addressing the major financial and technological challenges facing the industry.

During this Cartoon Master, to be held on November 12-14, producers, investors, broadcasters and creative talents will discuss a wide range of topics such as the importance of edutainment programming, the challenges of the new production and distribution model promoted by platforms like YouTube, and the strategies to attract Teens and Young Adults audiences.

Sustainability as a competitive edge in animation and creative economy's potential to generate new audiences and businesses in the animation sector will also feature on the agenda.

In addition, participants will have the opportunity to learn first-hand about the innovative strategies currently implemented by pubcasters, producers and distributors such as UK's BBC Studios Kids & Family and Blue Zoo Animation; France's Mediawan; and the Dutch Submarine.

Rounding off the programme is an in-depth analysis of the current state of animation in Belgium, Ireland, and CEE countries, and a Round Table on the main ideas discussed in the presentations.

Professionals from the following companies will be sharing their valuable knowledge at the event: 8 Lions Entertainment (UK), Amuse Studios (Spain), Animation Hub (Slovakia), Animation Ireland (Ireland), BBC (UK), BBC Studios Kids & Family Productions (UK), Blue Zoo Animation (UK), Den siste skilling (Norway), Dubit (UK), Ecoprod (France), Enterprise Ireland (Ireland), France Télévisions (FTV) (France), IDA Ireland (France), Knudsen Pictures (Germany), La Cabane (France), Letko (Poland), Mediawan Kids & Family (France), Misty Fox (Ukraine), Northern Ireland Screen (UK), Norwegian Broadcasting Corporation (NRK) (Norway), Progressive FX (PFX) (Czechia), Sekai (France), Soupir (France), Submarine Animation (Netherlands), Teidees Audiovisuals (Spain), The Pack (Belgium), Thuristar (Belgium), VRT-Ketnet (Belgium), and Waooh! (Belgium).

The full list of speakers and experts can be found [here](#), while the programme [is available here](#).

As the host country, Belgium will play a central role in this new edition of Cartoon Business. Showing a strong ambition for co-production, the country's cultural and economic funds have joined forces to put together a programme dedicated to the Belgian animation industry with a focus on studios and talent. Local animation will be represented by a large delegation of professionals, institutional representatives, and students, including the screening of two short films by domestic talent (2025 Oscar's nominee "Beautiful Men" by Nicolas Keppens, and 2025 Magritte Awards winner "In Thousand Petals" by Louise Bongartz).

Leading up to the conference programme, networking events will be held on the afternoon of November 12 aimed at both established professionals and students taking their first steps in the industry.

The **Business Clinic** will bring together participants and consultants in individual sessions on animation-related business issues. This initiative allows participants to ask specific questions and receive targeted advice from experts in the areas of financing, strategy, management, legal matters, human resources, tax incentives, and project preparation, among others.

A **Job Day** featuring regional companies will be held in collaboration with AMPLO with the aim of offering young talents attending the event a chance to engage with local industry professionals and explore career opportunities. AMPLO, Creature, DreamWall, nWave Pictures, Studio Souza, Submarine, The Pack, Vivi Film, and Walking the Dog are some of the companies that will be presenting their work and job opportunities to young talents.

Also held in collaboration with AMPLO, one-to-one meetings between professionals will as well feature on Cartoon Business' networking evening.

In the vein of letting know participants a little bit more about Belgium culture and idiosyncrasy, a Welcome Dinner will be offered after the networking evening activities at the BELvue Museum.

Cartoon Business is co-funded by **Creative Europe MEDIA** in collaboration with **Screen Flanders**, **screen.brussels**, **Wallimage**, **Flanders Image**, and **Fédération Wallonie-Bruxelles**.

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 Cartoon Forum (Toulouse) and Cartoon Movie (Bordeaux), and three training events: Cartoon Springboard (Madrid), Cartoon Business (Brussels), and CartoonNext (Marseille).

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