



Cartoon 16-19 SEPT. 2024 TOULOUSE-OCCEITANIE Forum



ILLUSTRATION © CLÉMENTINE MONNET

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TOOLBOX

EUROPEAN CO-PRODUCTION FORUM FOR ANIMATED TV SERIES

Cartoon Forum 2024 in Toulouse, where projects come to life

- ▶ 1000 delegates each year from 40 countries, including 280 buyers.
- ▶ Animation projects for TV and new platforms to be pitched.
- ▶ A unique networking place: sightseeing tours, Welcome and Farewell Dinners.
- ▶ An effective formula: over 956 series financed since 1990 for a budget of 3.43 billion EUR.
- ▶ Forum 2024 from 16 to 19 September in Toulouse, Occitanie

▶ Do you have an animation project that you would like to see on TV?

Cartoon Forum is the place where you will have the chance to find a co-producers, finalise the budget and catch the eye of European broadcasters.

▶ Do you need to buy fresh and interesting content for your channel or platform?

Cartoon Forum is the place where you will spot the best brands and discover the latest trends in European animation.

The Cartoon Forum is neither a fair nor a festival, but rather a European co-production forum for TV and new platform animation programmes. For three days each year, European producers have the opportunity to pitch their animation project in front of decision-makers, buyers and investors in order to speed up financing and find cross-border partners.

The highly professional yet very friendly atmosphere makes it easier to consolidate commercial links, meet new contacts, and deal with all aspects of partnerships - whether commercial or artistic - at leisure.

THE HUMAN TOUCH IN THE ANIMATION INDUSTRY

The Cartoon Forum's pro-active strategy sets itself apart from other major audiovisual trade fairs, of which it is a vital complement.

The pitching sessions are the core element of the Cartoon Forum; each project is presented in 30 minutes (20 minutes presentation + 5 min "in"/"out") in front of all potential partners. The screening of trailers during the traditional breakfast "Croissant Shows" and lunches "Coffee Shows" gives a taste of the project and encourages people to attend the presentations.

Around the sessions, the Cartoon Forum creates plenty of opportunities to socialise, be it at the Welcome Dinner, the giant buffet lunches, the Happy Hours or even on the dance floor during the Farewell Evening. The relaxed setting of the Cartoon Forum has become an intrinsic element for the whole European animation industry.



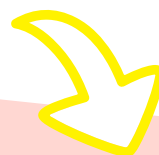
... COOPERATION TO COMPETE WITH THE MAJORS

The Cartoon Forum was created in 1990 by CARTOON with the support of the Creative Europe MEDIA. It has dynamised European animation: from a craft industry was born a true cultural industry, diverse and at the cutting edge of technology.

The Cartoon Forum played an essential role in this structuring of the European market, by creating a true network of transborder cooperation, by restoring confidence in the relationship between producers and broadcasters, and by showing that there is sufficient on offer, of quality, within the European Union.

And the results are considerable. European animation has become the leader on its own territory.

Since the first Cartoon Forum in 1990, over 956 projects (with a total budget of more than 3.43 billion EUR) have secured their financing and are now in production or being aired worldwide.



WHICH PROJECT TO SUBMIT?

A European animation project (series or TV special) totalling at least 26 minutes.

The project should be "in development", i.e.:

- beyond the concept stage, sufficiently polished and developed

- and should not yet have all the finance assembled.

Only projects ready for the market are eligible. In the past, too many projects were submitted too early, and consequently lost all chances of ever making it into production.

Only one project may be submitted per company.

Please note that only independent production companies can submit a project.

At the broadcasters' request, there will be a strict pre-selection of projects and the number of projects chosen will be limited.





Toulouse is unique,
Toulouse is multi-faceted.
It is a city of air, birthplace
of the Aéropostale, the
Airbus, satellites and the
Ariane rocket.
It is a city of water, with
the Garonne River and
the Canal du Midi flowing
through it.
It is a city of history,
marked by the Cathar
resistance and the exile of
the Spanish Republicans.
It is a city of innovation,
thanks to research on
aeronautics, space,
information technology
and nanotechnologies.

Toulouse, a city that is moving forward!

© Cartoon

Soirée d'ouverture du Cartoon Forum.

Called "the Pink City" because of the brick color of the buildings and houses in its old quarters, Toulouse is the fourth largest city in France with an urban area of 1.4 million inhabitants. Capital of the Haute-Garonne department, it is one of the two main cities of Occitanie.

A metropolis with an exceptional heritage, Toulouse has obtained the "City of Art and History" label since 2019 from the Ministry of Culture. The city of Toulouse is the setting for many monuments of remarkable architectural and heritage interest, such as the Basilica of Saint-Sernin, the Convent of the Jacovins or the Capitol.

Resolutely turned towards the future, Toulouse can count on its center of scientific, digital and technological excellence thanks to engineering schools, universities, start-ups and Toulouse laboratories. This excellence gives it a strong industrial position at European level.

Its cultural and sporting life is intense and abundant, it springs up in all its forms in the city center as well as in the districts. In terms of culture, the Ville Rose is renowned for its relaxed lifestyle and its effervescence in many cultural fields: music, cinema, performing arts, reading... Toulouse offers a cultural offer of rare density and diversity. In terms of sport, rugby has been going on for more than 100 years, and in particular the Stade Toulousain unites generations and ignites spirits.

Toulouse has now taken off to become a major European metropolis where the intelligence of its researchers, the talents of its artistic or economic creators, the generosity of its youth are combined.

It's a city where the wind of solidarity, creativity and innovation blow.



Place du Capitole.

Welcome to Occitanie!

Change of scenery and rest. Tradition and love of food. Wonderment. Partying and sharing...



© Dominique Viet / CRT Midi-Pyrénées

Pont Valentré à Cahors.

The Occitanie region draws the contours of the most attractive territory in France. Being the second largest metropolitan region, it offers, from the Lot to the Gard, an unparalleled diversity of landscapes: tourist sites or sites classified as World Heritage by Unesco such as the Canal du Midi, the Chemins de Saint-Jacques, the Pont du Gard, the Episcopal City of Albi...

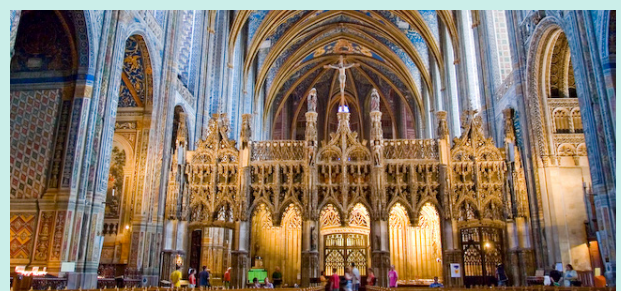
The Occitanie region, a huge territory in the South of France, welcoming and attractive, attracts 50,000 new inhabitants each year. Benefiting from the strongest population growth in France, it currently has nearly 5.9 million inhabitants.

No need to go to the other side of the world to make precious discoveries, the region is rich in history as evidenced by its exceptional heritage. Nine sites classified as World Heritage of Humanity by Unesco, nearly 4,500 historical monuments, 2 National Parks, 1 Marine Nature Park, 41 Great Sites of Occitanie and 8 Regional Nature Parks. It has 220 km of Mediterranean coastline and 40,000 hectares of ponds and lagoons.

If you love nature, the beach, old stones or pretty towns, if you are a foodie and curious, then welcome to Occitania!

This dynamic region is now turned towards the future, with its competitiveness clusters focused on aeronautics and space, health, water and agro-industries. First region of France for its rate of business creation, the Occitanie region is a welcoming and attractive territory. Its GDP places it in 4th position of the French regions. France's leading region for research effort, it stands out in higher education with 35 Grandes Ecoles and universities spread over Toulouse, Montpellier and throughout the territory hosting nearly 245,000 students, 35 engineering schools and colleges of higher education and 13 national research organisations.

Renowned for its gastronomy and its good restaurants, for its art of living, the dynamism of its cities and its two metropolises, the Occitanie region can only seduce and convince. It is logically today one of the main tourist destinations in France, with a sector of activity which represents nearly 87,000 jobs and which the Region strongly supports.



Cathédrale Sainte-Cécile, Albi © Office du tourisme Albi

How the Cartoon Forum works

Watch the videos on our website! You will find a guide to the Forum, interviews of chairpersons and examples of trailers from previous editions.

1

THE VENUE

The Cartoon Forum 2024 will be organised in Toulouse, Southwest of France, in the Occitanie region.

The pitching sessions will take place at the Centre de Congrès Pierre Baudis.



© Galia Prod

2

TRAILERS OF THE PROJECTS - CROISSANT & COFFEE SHOWS

Before the morning and afternoon sessions, the trailers of the projects to be discussed that day will be shown on a giant screen to all participants. These screenings will show the essence of the projects and will help attract a maximum of people to join the pitching sessions. This is why the quality of the trailer is crucial.

The impact of the trailers is such that CARTOON has made them obligatory.

...

3

THE PITCHING SESSIONS

The pitching sessions will take place in 3 studios simultaneously. **CARTOON** will organise a programme of pitching sessions.

- **Duration** : each producer will be allocated a 30-minute session (20 + 5 + 5) to present all the aspects of their project, including concept, graphics, characters, production schedule, stage reached in the financial arrangements, profitability scheme and what they expect from the audience.
- **Purpose** : to start negotiations between the project's producer, television channels and other financial partners in order to conclude the project's financial package as quickly as possible.
- **Equipment of the studios**: a big screen, a PlaybackPro computer system for HD files and computer connections,...
- **"Extra Time" corner**: a special area will be set up just outside each studio to continue discussions initiated during the pitching session. After the presentation, you can go to the Extra Time corner to welcome people interested in your project.
- **Setting for the pitching sessions**: as we have observed that the best pitching sessions are mostly done by people who leave their seat and stand up with the microphone in front of the public, the presentations are done at a high table and without seats.



© Cartoon

4

CHAIRPERSON

An experienced and neutral animation professional chairperson will help producers prepare their presentations beforehand. The chairperson will also be present during the pitching session, to introduce the producers and act as moderator during the questions & answers.

The list of chairpersons as well as a short bio are available on our [WEBSITE](#).



© Galia Prod

5

THE CARTOON MOBILE APP

All the projects presented during the Cartoon Forum are included in the mobile application. You will find all the information relating to the projects (trailer, information on the production companies, contacts, etc.) in order to search, sort and classify the projects and to concoct a personalized agenda of the pitches you want to attend. Buyers and project's producers can also find feedback forms* in the application. Finally, you can organize your meetings via the "Request a meeting" button (located at the bottom of the project page) or via the chat integrated into the application.

*The feedback forms in the application are sent directly after the pitches to the producers and to the chairpersons. Feedback forms can only be completed by buyers.

Schedule 2024

In order to ensure that the event runs smoothly and that your project is successful, we kindly request that you observe these instructions.

7 MAY	DEADLINE FOR SUBMITTING YOUR PROJECT <ul style="list-style-type: none">▶ See p. 10 for the documents to be sent.
THE WEEK OF 21 MAY	PROJECTS' SELECTION <ul style="list-style-type: none">▶ A European Selection Committee will examine the applications to make sure they conform to the regulations and they will select the projects to be pitched at Cartoon Forum. Producers will be informed of the Selection Committee's decision around this date.
28 MAY	CHECK LIST 1 - VALIDATION OF PROJECT INFORMATION <ul style="list-style-type: none">▶ When announcing their selection at the Cartoon Forum, producers have access to their project file on the website and must check and correct, if necessary, all the information relating to their project. This information will then be used for all publications.
28 JUNE	REGISTRATION DEADLINE <ul style="list-style-type: none">▶ Producers with a selected project at Cartoon Forum must register to the event and pay registration fees. Please visit our WEBSITE. Registration fees are per person and not per company or project. CHECK LIST 2 - YOUR CONTACTS ON SITE <ul style="list-style-type: none">▶ By this date, we will ask you complete the name of the person(s) who will pitch your project at the Cartoon Forum on your Check-list.
8 JULY	CHECK-LIST 3 - DIGITAL EXHIBITION <ul style="list-style-type: none">▶ Digital exhibition: the visuals of the projects will be projected on screens in the most frequented place of the Forum (bar), in order to form a digital exhibition of all the projects.
MID JULY	CHECK-LIST 4 - CHAIRPERSON <ul style="list-style-type: none">▶ You will find this information on your Check-list
19 AUGUST	CHECK-LIST 5 - TRAILER (30 TO 45 SECONDS) / TECHNICAL FORM <ul style="list-style-type: none">▶ Trailer: format HD 1920 x 1080 These trailers are compulsory for all selected projects. They will be shown to all participants during the Croissant and Coffee Shows (see p.6). An authorization form for the trailer must also be completed.▶ Technical form: it will allow you to indicate the technical specificities of your pitch (material taken, needs, etc.)
EARLY SEPT.	SCHEDULE OF THE PROJECTS' PRESENTATIONS <ul style="list-style-type: none">▶ CARTOON will send you the date and time of your presentation, your technical meeting and your rehearsal meeting (for new producers)
16-19 SEPT.	CARTOON FORUM <ul style="list-style-type: none">▶ Monday 16 September: arrival of participants and Welcome Dinner▶ 17, 18 & 19 September: pitching sessions & Farewell Dinner▶ Friday 20 September (morning): departure of participants



» Note: Producers whose project has been selected are not allowed to withdraw their project beyond 24 June 2024 or they will have to pay the sum of 1,000 EUR. This rule is set in order to be fair to the other producers whose project were not selected.

For more practical information: www.cartoon-media.eu

Conditions for eligibility and regulations

CARTOON has defined specific regulations and selection criteria concerning the eligibility of projects. You will find the complete regulations on our [WEBSITE](#).

• CONDITIONS FOR ELIGIBILITY

Only one TV project can be submitted per company.

The submitted project must be:

- ▶ **An animated project of a minimum running time of 26 minutes**

The project can be a series intended for television (and platforms), or a TV special. The total running time of the project (addition of all foreseen episodes) should be at least 26 minutes. Projects with a total running time shorter than 26 minutes will not be considered.

All animation techniques are accepted (minimum 50% animation).

- ▶ **In state of development**

The project should have completed the pre-production phase and not yet all the finance assembled.

- ▶ **European**

Any European producer whose registered office is located in a country associated with the Creative Europe MEDIA can present a new animation project at the Cartoon Forum.

The MEDIA countries are: the 27 EU countries, Albania, Bosnia and Herzegovina, Iceland, Liechtenstein, Montenegro, North Macedonia, Norway and Republic of Serbia. (List of non-EU Participating Countries in the Creative Europe Programme available [HERE](#)). CARTOON also considers eligible projects submitted by production companies based in Armenia, Georgia, Moldova and Ukraine.

Attention: *since the Brexit, the UK is not part of the eligible countries. Projects submitted by UK-based production companies as main producers are not eligible.*



• CONTROL BY THE SELECTION

COMMITTEE

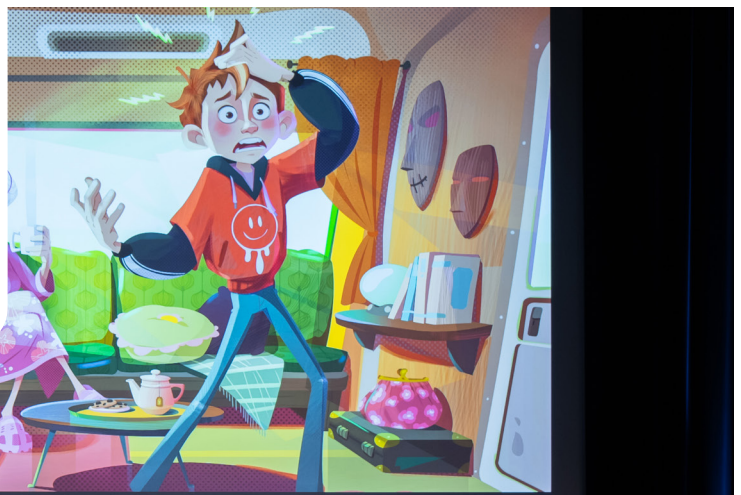
On the basis of the information contained in the application file, the Selection Committee reserves the right to assess the European nature of the projects received and their state of advancement before admitting them to the Cartoon Forum.

The Selection Committee also reserves the right to limit the number of projects accepted for the Cartoon Forum in order to ensure that all the projects presented will have a fair and equal chance of finding potential partners. Only one project per company may then be submitted.

In the case where the Selection Committee receives an excessive amount of projects, selection will be made according to the overall strength of the project, to the eligibility requirements mentioned above and to the global objectives of the Europe Creative MEDIA. The complete selection criteria can be found on our [WEBSITE](#).

• COMPLIANCE

Every information filled in the form must be correct and should comply with the rules explained above and the law (copyrights, etc). We reserve the right to ban from our events anyone who does not respect these rules.



Cartoon Forum 2024: Submit your animated TV project!

Deadline:
**7 May
2024**

We no longer ask for:

- the full storyboard
- the European cooperation letters
- the "made in Europe" proof

Project submission to be made online:

- Please read carefully the instructions below, in order to prepare **ALL THE MATERIAL YOU NEED** before starting the online form.
- To submit a project, you need to connect to your Cartoon account. If it is your first participation, you will have to create an account on our website.
- You can find the online submission form by clicking on "**MY CARTOON**" and on "**MY PROJECTS**". You will find in Cartoon Forum's tab the "Submit a project" button.
- Don't forget to click on "Submit". You will receive a summary by email once you have submitted your project.

STEP 1 — Prepare all the elements that you will need for the online form, as listed below:

1. Synopsis

Short description of the story, to be published in the CARTOON mobile app and on the website

- In English
- Max. 700 characters including spaces

2. Letter of interest

Each project must be accompanied by a written statement of interest from a broadcaster or a streamer, attesting to their interest in the project. In the online form you will need to provide:

- Name of the company
- Name of contact person
- PDF of the letter of interest

3. Project File (PDF)

- Upload 1 single PDF (max 10 MB)
- Try not to exceed 25 pages
- It must be written in English

Prepare a file to present your project in the best way, adding the elements that best describe it in order to convince the Selection Committee.

You will find below some suggestions of elements to put in the file, but you are free to re-arrange them:

- Summary page with the title, producers, format, audience, a representative still
- The concept of the project
- The synopsis
- Several attractive stills of the project
- The treatment / storylines (extensive description of the story)
- A description of the characters
- A note of intent of the producer
- A description of the state of progress
- A copy of the transfer of rights option letter



... 4. Images

Prepare **3 nice stills** of the project for your page in the **CARTOON** mobile app, for the agenda, for our website and for the press.

(You can have a preview of the projects on our **WEBSITE**).

1 SQUARE Still	<ul style="list-style-type: none">• 650x650 px, 72 DPI, RGB, jpg• max 1 MB• WITH a discrete mention of the copyright	...🔗 Thumbnail for our website & Agenda
1 HORIZONTAL Still	<ul style="list-style-type: none">• 1920x1150 px, 300 DPI, RGB, jpg• max 10 MB• WITHOUT any text• WITH a discrete mention of the copyright	...🔗 For the pop-up of your project on our website ...🔗 For the CARTOON mobile app ...🔗 For the press
1 VERTICAL Still	<ul style="list-style-type: none">• 1920x2560 px, 300 DPI, RGB, jpg• max 10 MB• WITH the title of your project on it• WITH the logos or name of the production companies	...🔗 For the CARTOON mobile app ...🔗 For the press

STEP 2 — Go to MY CARTOON

Click on **“MY CARTOON”** (tab on the top right of the page) and login or create an account. This will allow you to come back anytime to your form, and to follow your project during the entire process.

STEP 3 — Click on MY PROJECTS and fill in the form

- ▶ Click on **“MY PROJECTS”** and in the **Cartoon Forum** tab, click on **“Submit a project”**.
- ▶ Fill in all the fields and upload your PDFs and images.
- ▶ At the end of the form, you will have a summary that you can review. Don't forget to click on **“Submit”**.

If your project is selected: **a trailer (30-45 sec) will be needed by 19 August 2024.**



280 Financial Partners

Cartoon Forum is the unmissable event for financial players in audiovisual animation who wish to invest in television projects. Decision-makers, investors, broadcasters, streaming platforms and publishers take part in this event, which encourages them to set up an European strategy for cooperation between the different funding sectors. In addition, they have the unique opportunity to preview the latest animation projects and select future hits for television. Each year, approximately 280 buyers participate in the Cartoon Forum. Among them are all the major European groups investing in audiovisual:

» Broadcasters & Streaming Platforms

Anime Digital Network (ADN) • BBC • Beshi • CANAL+ • Danish Broadcasting Corporation (DR) / DR Ramasjang / DR Ultra • European Broadcasting Union (EBU) • France Télévisions • Kidjo • Kika - Kinderkanal ARD / ZDF • Latvian Television (LTV) • M6 Métropole Télévision / Gulli • Netherlands Public Broadcasting (NPO) • Norwegian Broadcasting Corporation (NRK / NRK Super) • RTBF • RTVE • RAI Kids • SK Broadband • Super RTL Fernsehen • TF1 • VRT - Ketnet • Warner Bros. Discovery – *among others.*

» Investors

9 Story Media • Cake Entertainment • Coficiné • Cofiloisirs • DR Sales • DeAPlaneta - Kids & Family • German Films • España Exportación e Inversiones (ICEX) • Jetpack Distribution • KidsMe • KissKissBankBank • Mediatoon • Surperights • Unifrance – *among others.*

» Publishers

BeccoGiallo • Carlsen Verlag • Editions Larousse • Glénat • Madrigall Group • Mediatoon Audiovisual Rights • Nathan Univers Jeunesse – *among others.*

You can find [HERE](#) the list of the buyers at Cartoon Forum 2023.



« Thank you very much for this wonderful event. Thanks to the Cartoon Forum we have been able to establish many of our programs and it is great to see - at the event - that even a regional public broadcaster can have a noticeable impact on cartooning and the European market. Thank you for your support! »

Benjamin Manns – Südwestrundfunk (SWR) (Germany)

« I participated for the first time in the Cartoon Forum in 2022 and I was really impressed by the organization, the variety of projects presented and the many opportunities to make contacts and network. It was really great! »

Julia Halmi – Super RTL Fernsehen (Germany)



Organised by CARTOON

The Cartoon Forum was devised and created by CARTOON, an international non-profit association based in Brussels.

CARTOON's remit is to support the European animation industry and for more than 30 years, it has received financial support from the Creative Europe - MEDIA Programme of the European Union to run its activities, which concentrate on four areas:

CARTOON FORUM: a co-production forum for animated (mainly television) series. The Cartoon Forum (about 1000 participants) takes place in Toulouse from 16-19 September 2024.

CARTOON MOVIE: a co-production forum for feature-length animation, mainly for the cinema (about 900 participants). The Cartoon Movie takes place in Bordeaux, from 5-7 March 2024.

CARTOON MASTERS: 3 training seminars each year for European professionals in the industry (about 600 participants in total), dealing with specialised subjects affecting the development of the skills and trade involved in animation:

➤ **CARTOONNEXT:** a latest pitching and case studies event about the future of animation,

➤ **CARTOON SPRINGBOARD:** a pitching event dedicated to young talents,




➤ **CARTOON BUSINESS:** a top-level seminar delivering key strategies for studio growth and business development.

WWW.CARTOON-MEDIA.EU

CARTOON AISBL
European Association of Animation Film
Annick MAES - General Director

For further information please contact:

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 [instagram.com/cartoon_media.eu](https://www.instagram.com/cartoon_media.eu)

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