

CARTOON FORUM

15-18 SEPT. 2025
TOULOUSE - OCCITANIE

PRESS KIT

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WWW.CARTOON-MEDIA.EU

EUROPEAN CO-PRODUCTION FORUM FOR ANIMATION TV SERIES



PRESS AREA

COMMUNICATION MATERIAL

The list of selected projects:

<https://www.cartoon-media.eu/forum/projects/discover-the-projects>

High-resolution stills of the projects and press releases available for downloading in the Press Area:

<https://www.cartoon-media.eu/forum/images-of-the-projects-for-the-press>



CONTACT

Gerardo Michelin - International Press Attaché

gerardo@latindie.com

Tel : +34 630 57 22 68

CARTOON - European Association of Animation Film

Buro & Design Center — Esplanade 1 — Box 99

1020 Brussels (Belgium)

forum@cartoon-media.eu

Tel : +32 2 245 12 00

www.cartoon-media.eu





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1. CARTOON FORUM

THE EUROPEAN RENDEZ-VOUS FOR ANIMATION SERIES' PROFESSIONNALS

Producers, buyers, investors, broadcasters and other potential partners will meet at Toulouse from September 15 to 18 during Cartoon Forum, the unique co-production platform for European animation series.

The aim? To create opportunities and facilitate partnerships and co-productions.

THE EVENT WHERE PROJECTS COME TO LIFE

Created in 1990 to boost the co-production and distribution of European animation for television and new media platforms, Cartoon Forum has built since a true network of transborder cooperation, by restoring confidence in the relationship between producers and buyers, and by showing that there is more than a sufficient offer of quality animated projects, within the European Union.

Cartoon Forum has helped 1011 animation series obtain financing to the tune of over 3.6 billion euros. And the results are considerable. European animation has become now the leader on its own territory.

OUR PARTNERS

The main partners of Cartoon Forum 2025 are Creative Europe - MEDIA, CNC (Centre national du cinéma et de l'image animée), Région Occitanie, Mairie de Toulouse, Toulouse Métropole, Casino Barrière and France Télévisions (FTV).



2. HOW DOES IT WORK?

YOU CREATE, WE CONNECT

NETWORKING & CO-PRO EVENT

Cartoon Forum is neither a fair nor a festival, but rather a European co-production forum for TV and new platform animation programs. European producers have the opportunity to present their projects to decision-makers, buyers and investors in order to:

- speed up financing of their project;
- find co-production partners and cross-border cooperation;
- catch the eye of European and international buyers.



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 projects are put forward at many times of the day and the moments to network are therefore multiple.

TRAILERS OF THE PROJECTS

Each morning starts with the traditional “**Croissant Show**”, an animated welcome breakfast during which all the participants can discover the trailers of the projects that will be presented that morning.

The “**Coffee Shows**” are similar but organised just before the afternoon sessions. The aim is to visually introduce and promote each project on an equal basis in front of all the participants and to encourage a maximum of people, and especially the financial partners, to attend the “pitching” sessions.



PITCHING SESSIONS

The pitching sessions will take place during the three days of the event at the Centre des Congrès in Toulouse.

- **Duration:** each producer will be allocated a 20-minutes session 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, new platforms and other financial partners in order to conclude the project's financial package as quickly as possible.

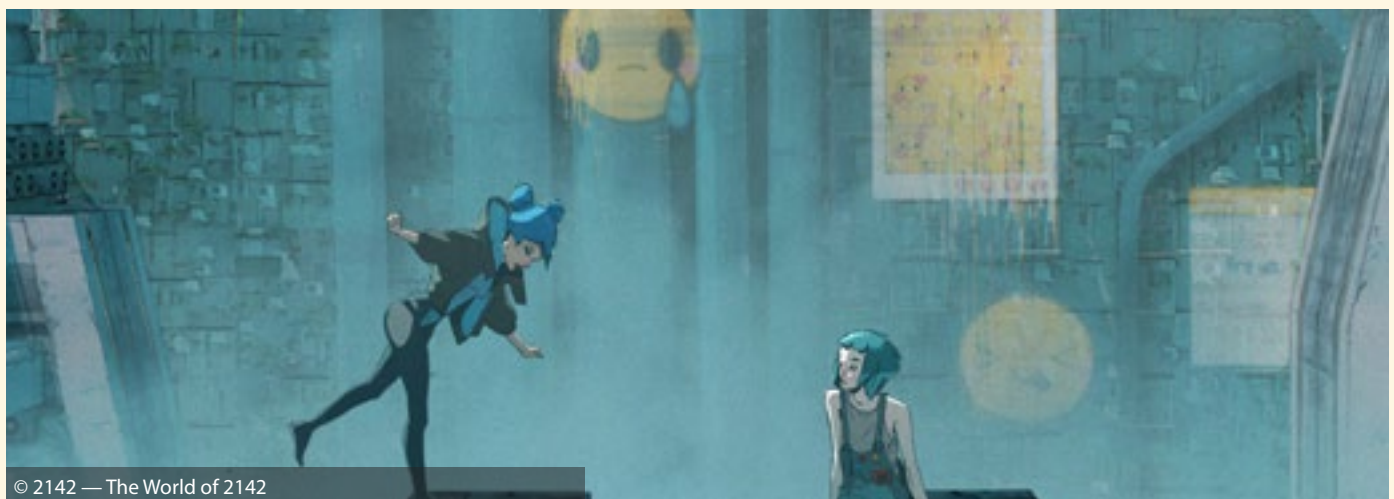
EXTRA TIME CORNER

A special space is available at the exit of the pitch room to allow producers to meet people interested in the project directly after their presentation and start discussions.



CHAIRPERSONS

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: [here](#).



3. CARTOON FORUM 2025

In the continuity of the previous editions, we continue to develop our two-axes strategy: make our events more sustainable and strengthen our digital tools.

A SUSTAINABLE APPROACH



As event organizers, we are committed to find better solutions to organize our events in a more responsible way, in order to reduce our impact on the planet. All our efforts are deployed in this direction and many actions are already implemented during the organization of the Cartoon Forum (short circuits, mobility of the public, consumption of energies and resources, sorting and management of waste, responsible communication, etc.) with the help of our partners and service providers. Thanks to our effort we obtained in December 2024 the **eco-responsible certification ISO20121**. Our entire approach can be found on our [website](#).

ESSENTIAL DIGITAL TOOLS

In addition to our sustainable approach, our efforts have also been deployed in developing our digital tools (website and mobile application) allowing us to centralize information and facilitate the experience of Cartoon Forum participants. This edition will fully operate thanks to the extension of our mobile application and website.

Focus on the mobile application with which participants can access to:

- **Regarding the selected projects:**
 - All information concerning the selected projects (web announcement, contacts, etc.).
 - A digital agenda to choose the pitches to which to assist.
 - A feedback form for buyers to complete in order to facilitate contact and useful feedback to pitching producers (NEW: possibility for producers to share the received feedback forms and for all producers to fill it).
- **Regarding the participants**
 - A "Chat" section allowing participants to communicate with each other (including the picture of each participant).
 - A participants' directory gathering the contacts of all the registered participants and the profile of the companies will be available.
- **About Cartoon Forum in general**
 - A voting system for the Tributes.
 - A map of Toulouse with all practical information concerning the event (places, addresses, times, restaurants, etc).
 - Direct access to important documents related to accommodation (vouchers...)
 - The possibility to choose your own password!



© CARTOON

NEW CHALLENGES, NEW SOLUTIONS

Over the past few years, the animation industry has been heavily impacted by the ongoing economic crisis. This has led to **financing challenges and a reduction of projects being green lit into production**, creating further obstacles for producers. Many are now urgently seeking fresh leads, new partners and funding opportunities to fill critical gaps in their project budgets.

To support producers in these difficult times and respond more effectively to the current needs of the industry, CARTOON has implemented new measures.

NETWORKING AFTERNOON ON THURSDAY

Since 2024, Cartoon Forum offers a networking opportunity after the pitches. **Matchmaking sessions** will be organised **on Thursday 18 September 2025 afternoon**. Come and engage with animation professionals and take the chance to meet new buyers and financial partners!

These meetings are based on the participant's choices, CARTOON will send a list of meetings scheduled with the different companies that interest them. Each meeting will last for maximum 20 min.



“FILL THE GAP” INITIATIVE

In 2025, CARTOON has refreshed the Cartoon Forum Lounge into the “Fill the Gap” initiative which offers former Cartoon Forum pitching **producers who are still missing part of their financing a chance to return in 2025**, to help completing their budget, and move forward to the production stage. Selected projects will benefit from:

- Trailer screening during the Thursday Coffee Show (shown in the restaurant).
- Participation in the Matchmaking sessions on Thursday afternoon (signing up for these meetings when you register to Cartoon Forum 2025).
- Presence in the Cartoon Forum mobile app.

This renewed visibility and networking opportunities aim at helping you connect with new partners, complete your financing, and kick off production as soon as possible.



4. STATISTICS

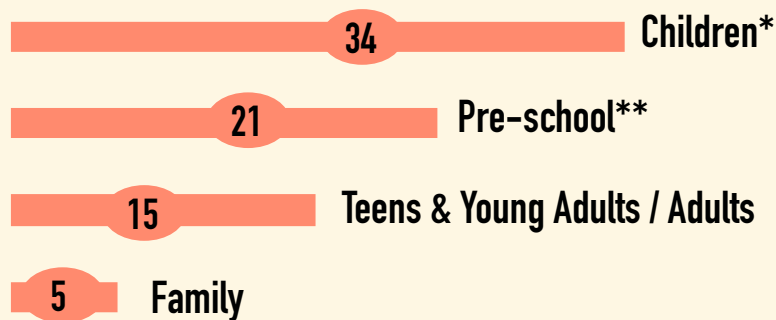
PROJECTS

75 animated TV series will be presented this year at Cartoon Forum, coming from 20 European countries, for a total budget of 339.53 million EUR, representing 396 hours of animation.

BY NATIONALITY

| | |
|-------------|----|
| France | 30 |
| Ireland | 7 |
| Belgium | 6 |
| Spain | 5 |
| Poland | 4 |
| Italy | 3 |
| Germany | 3 |
| Netherlands | 2 |
| Serbia | 2 |
| Czechia | 2 |
| Greece | 2 |
| Armenia | 1 |
| Portugal | 1 |
| Bosnia | 1 |
| Finland | 1 |
| Sweden | 1 |
| Latvia | 1 |
| Denmark | 1 |
| Bulgaria | 1 |
| Iceland | 1 |

BY TARGET



***Children** : Children 5-7 (Bridge), Children 6-9 (Kids) & Children 9-11 (Tweens)

****Pre-school** : Pre-school 2-4 & Upper pre-school 5-6

BY BUDGET (in MIO EUR)

| | | | |
|-------------|----|------------|----|
| Less than 1 | 9 | 6 to 8 | 14 |
| 1 to 2 | 13 | 8 to 10 | 8 |
| 2 to 4 | 13 | 10 or more | 3 |
| 4 to 6 | 15 | | |

BY FORMAT

| | |
|--------------|----|
| Up to 5' | 11 |
| 6' - 10' | 22 |
| 11' - 15' | 23 |
| 22' - 30' | 18 |
| 45' and more | 1 |

5. FOCUS ON PROJECTS

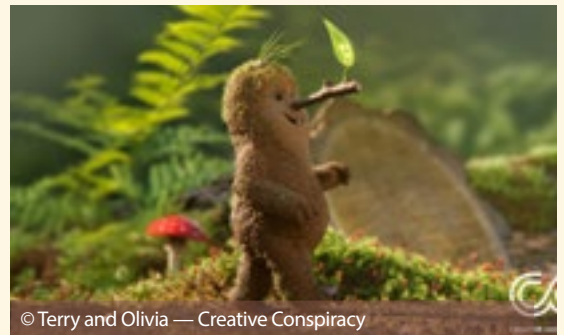


HEROINES & FEMALE PERSPECTIVES

Lately the projects selected to present more and more heroines and stories from a female perspective, 37% of this year's selection. This can be explained by a growing number of projects directed (23%) and produced by women (27%) since 47% of projects directed by women only are telling the story of a female main character. This year's projects reinforce this trend with "Grannies" (Caimans Productions — FR), "2142" (The World of 2142 — RS), "Olga" (Fabrique Fantastique — BE), "Wing it like Lilly" (Wolkenlenker — DE) - to name a few.

ENVIRONMENTAL ISSUES

This year again, an important number of projects promote environmental issues (15% of the selection): "Under the floor" (Running Rabbit Films — PL), "Electric Birds of Pothakudi" (Les Films de l'Arlequin — FR), "Tigi & T-eco" (Animateco — AM) - among others.



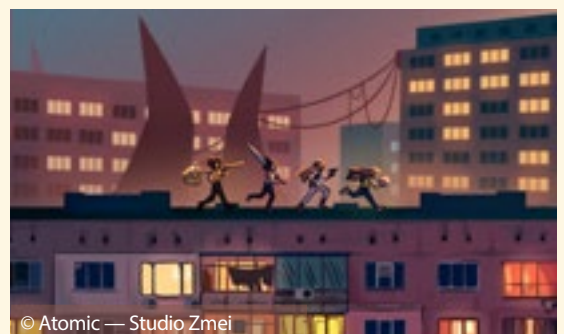
DIVERSITY & INCLUSION

17% of the selected projects promote diversity and inclusion: "Roc & Lola" (Primal Shape — IT), "Pepper" (Millimages — FR), "Zebracat" (VlinVlin — BE) - for example.

FROM CARTOON SPRINGBOARD TO CARTOON FORUM

[Cartoon Springboard](#) is our 3-days event dedicated to new talents in animation with keynotes and pitching sessions. It is planned to happen in Madrid from 28 to 30 October. During this Master the young talents pitch their projects and receive direct advice from experts. It is common to see the young talents' mature projects at the Cartoon Forum.

Since 2015, **31 projects** presented at Cartoon Springboard have subsequently been pitched at Cartoon Forum, representing 14% of the projects presented at Cartoon Springboard. This is the case of "Atomic" (Studio Zmei — BG) selected at Cartoon Forum this year.



KIDS AND FAMILY SERIES, N°1 PROJECTS IN EUROPEAN ANIMATION

Series targeting children – from pre-school to 11-years-old – and families remain the main focus of European animation production. This year, **80% of the series** selected at Cartoon Forum target these audiences.

This high number (68% in 2024) can be explained by **the current economic challenges forcing producers and buyers to focus on traditional content**. For instance, in 2024, 92% of the programs ordered in France targeted children and family audiences and major commissioners such as France Télévisions, Disney Channel (100%), the BBC (92%) invested almost exclusively in content targetting these audiences.

Source: «Le marché de l'animation en 2024» by the CNC (published in June 2025)

At Cartoon Forum we continue to observe topics that often come up, especially **adventure and comedy** with projects such as “The Planet Agents” (Funny Tales — GR), “Yojimbot” (Passion Paris Production — FR) or “Coco” (Blue Light Pictures — CZ). **Educative stories** like “Fox and Fennec” (Atom Aart —LV), “Fairytale

ANTON PINON

Prod.: Imagic TV (ES)

Target: Pre-school 2-4

Antón Piñón follows the endearing misadventures of a clumsy but loving blue lemming, who lives with his wise (and unpredictable) grandma Abuela, and his 27 chaotic siblings in a vibrant forest. Antón's best friends - Violeta, playful and full of giggles; Modesto, the sporty and practical one; Benito, the thoughtful and cautious buddy; and Beatriz, the brave adventurer - are always ready for fun. Whether they're dodging bath time, exploring the forest, or finding themselves in sticky and messy situations, they discover that the best part of any adventure is having friends and family by your side, no matter how chaotic things get!.



© Anton Pinon — Imagic TV

SAM & WATSON

Prod.: Piano Sano Films (FR)

Target: Upper Pre-school 5-6

Sam & Watson is a laugh-out-loud, heart-warming comedy series for curious children and their co-viewing adults. It tells the everyday stories of Sam, an inquisitive, imaginative 6-year-old boy trying to make sense of the world, with the help of his best friend and pet cat Watson. Daily observations and big questions are explored through idiosyncratic logic, fun tangents, poetic and fantasy scenarios – leaving Sam & Watson with conclusions that may not be strictly ‘correct’ but are always hilarious. They create their own world of understanding, a very personal view - one we all want to share. A show to celebrate curiosity & the magic children have to re-enchant the world



© Sam & Watson — Piano Sano Films

GNOMES

Prod.: De Argonauten (BE)

Target: Children 5-7 (Bridge)

Gnomes follows the adventures of Doetzen and Linus, two twin gnome children who learn the ropes of gnome life through trial and error. Their parents David and Lisa - whom you may remember from the 1980s series David the Gnome - teach them everything a gnome needs to know, but believe that children learn more when they experience it for themselves. The young gnomes explore the do's and don'ts of life in the forest until they know it like the back of their hand. Everything they need, they can find or make there. But above all, the young gnomes learn to co-exist in harmony with each other and the forest.



PLANET AGENTS

Prod.: Planet Agents (GR)

Target: Children 6-9 (Kids)



When a package with four secret agent costumes accidentally lands at their feet, Jason and his friends Ben, Marie and Anita become Planet Agents and take on adventurous missions to defeat environmental supervillain Ivan von Powervamp and his posse of resource-depleting allies. Their home at the decrepit Mount Olympus Amusement Park is where they receive unstructions from Enviropol, a sleek agency battling environmental crime. Enviropol's No.1, Force Delta, and her right-hand Agent Omega have decided to employ bright kids where adults have failed: saving the planet. Without any super-powers to help them, Jason and his friends will need to rely on their self-confidence, resourcefulness, and a super-sized earthworm, Slinky, to save the day.

THIS MOOSE BELONGS TO ME

Prod.: Sixteen South (IE)

Target: Family

Wilfred owned a moose. He hadn't always owned a moose. The moose came to him a while ago and he knew, just KNEW, that it was meant to be his. He thought he would call him Marcel. Most of the time Marcel is very obedient, abiding by the many rules of How to Be a Good Pet. But imagine Wilfred's surprise when one dark day, while deep in the woods, someone else claims the moose as their own... A witty and thought-provoking story about whether any of us ever really own anything, from international picture book sensation, Oliver Jeffers and adapted for screen by Sixteen South.



TEENAGERS AND YOUNG ADULTS, A DECREASING NUMBER OF PROJECTS

This year, **20% of the selected projects target an audience of teenagers and young adults / adults** (24% in 2024). These projects are more diverse in terms of animation technique, format and tend to **tackle more political issues** such as gender inequalities, protection of the environment, as well as promoting inclusion and diversity.

The evolution of projects targetting these audiences seems to **start a new trajectory**. Between 2019 and 2024 their number among the selection was multiplied by 3. This expansion can be linked to the global rising success of (young) adults animated programs (13.6% of the programmed films in theaters in 2023, 7.9% in 2021) and success stories like "Josep", "I Lost my Body" or "Mars Express". However, in response to the current challenges, **buyers and commissioners seem to have redirected their catalogue** in favor younger audiences that might be considered as more riskless.

Therefore, **streaming platforms remain the last main investor** of this content even though they have tended to slow down their financing lately. In 2024, Netflix, Disney+ and Cartoon Network had respectively 22%, 21% and 18% of their catalogue dedicated to sci-fi and fantastic stories (which is often targeting an older audience), while linear commissioners such as France Télévisions and the BBC respectively offered 100% and 92% of family and children programmes.

Source: «Le marché de l'animation en 2024» by the CNC (published in June 2025)



ATOMIC

Prod.: Studio Zmei (BG)

Target: Teenagers

A teenage girl named Willow wants to help her overworked engineer-hero father by taking over his heroic duties of protecting the city. With the help of her friends, Willow must defend the Eastern European-inspired Hope City from mutants, robots and aliens - all while uncovering secrets from her father's past, learning about science and surviving everyday teenage life.

WELCOME BACK CLARA

Prod.: Les Valseurs (FR)

Target: Young Adults/Adults

When 26-year-old Clara moves back in with her mom, her little sister Rachel, and their cat, chaos quickly resumes. They love each other deeply—but teasing quickly turns to arguing, and arguments back to laughter. From everyday nonsense to serious topics, nothing is off limits... Except one thing: the illness that took their father's life a few years ago. But when Clara's quiet struggle with depression starts to show, the family's wild dynamic slowly uncovers the pain they've buried for too long.





© Grannies — Caimans Productions

©Caimans Productions 2025

GRANNIES

Prod.: Caimans Productions

Target: Young Adults/Adults

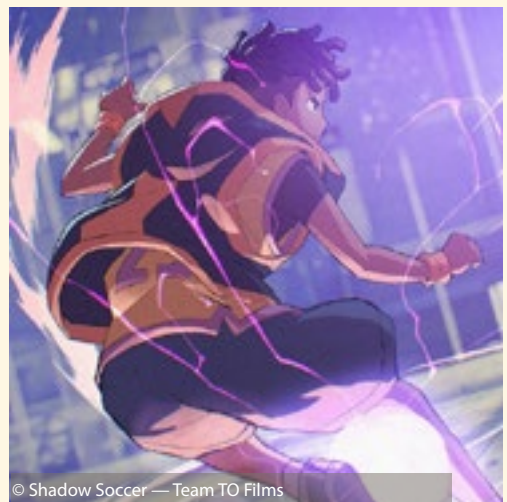
The adventures of Huguette, Lucette, and Paulette, three modern-day heroines whose combined age is 250, and who have a funny and lucid take on the world around them.

SHADOW SOCCER

Prod.: TeamTO Films

Target: Teenagers

After discovering his Tempest heritage, 13-year-old SANTI must harness his newfound elemental powers to lead his team to victory in the high-stakes world of Shadow Soccer, all while battling rival teams and protecting the world from those who seek to exploit the ancient magic of the sport.



© Shadow Soccer — Team TO Films



© Clout Chasers — Turning Green Productions

CLOUT CHASERS

Prod.: Turning Green Productions (BA)

Target: Young Adults/Adults

Clout Chasers is an adult animated comedy starring three guys in their early 20's trying to navigate their own way through the world of online content, influencing and internet culture. After tasting their first crumb of internet fame; KJ, Lucas and Buckley decide that they'd much rather make money from viral videos than a regular 9 to 5 job. This kicks off the main premise of Clout Chasers: To get popular- No matter what! Whilst often satirizing online content creation, influencers and internet trends in a tongue-in-cheek way, Clout Chasers is a celebration of the cutting edge creativity & trailblazing culture that young people have paved through the internet.

NEW TRENDS IN 2025

COME BACK OF SHORT FORMATS PROJECTS

This year we notice an **important number of short-format-projects** compared to 2024, marked by the selection of longer-format ones. The selection counts 73% of projects of 13 minutes or less per episode (63% in 2024, 68% in 2023).

MORE AND MORE PROJECTS IN CO-PRODUCTION

Since the pandemic, more and more projects selected at Cartoon Forum are already in co-production between at least two countries. In 2019, it only represented 15% of the selection while this number reached 25% in 2022, after the crisis, before slowly dropping (17% in 2023, 18% in 2024). **In parallel to the eruption of new economic challenges, the number of projects in co-production reached 31% in 2025.** This evolution can first be explained by the specificity of the financial model depending more or foreign co-producers and investors than fiction and/or documentary's. Then, this increase might be a respond and a tool to the lack of financing and the difficulties to enclose budgets.

LOWER BUDGETS

This year, in the context of a **general drop of TV series' budgets, we still notice some balance** between the 2024 and 2025 editions. While the average budget in 2023 was 5.17M€ per project, it reached 4.68M€ in 2024 and now stabilizes around 4.38M€.

THE ERA OF ADAPTATIONS

There a solid trend of book adaptations in cinema that also reached the animation sector. This year, **27% of the selected projects are adaptations** of comics, books or other media.

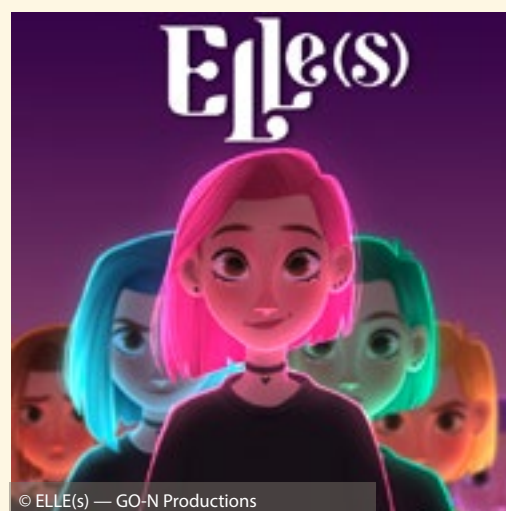
Moreover, the production teams tend to growingly consider developing other platforms from the start of the project. Chosing to explore the use of other supports simultaneously with the creation of the TV series is a potential fruitful answer to the growing interest of children (and older ones) in technology. Whether through e-sports and videogames, music, podcasts, social media campaigns or record-comics collection, adopting a transmedia approach surely offers the opportunity to live a memorable experience and to reach a broader audience.

ELLE(S)

Prod.: GO-N Productions (FR)

Target: Children 9-11 (Tweens)

"ELLE(s)" is a genre-bending animated thrill ride about a teen girl whose emotions split into living, breathing versions of herself—each battling for control of her identity. As Elle unravels the mystery behind this bizarre fracture, she must also navigate tangled family secrets, new friendships, and her first real (or not) crush. But the biggest mystery of all? Discovering who she truly is. "ELLE(s)", an iconic, generational series about adolescence. A fresh and inventive take on a coming of age story, wrapped in an engaging mystery, magnified by an incredible artwork.



6. ANIMATION IN FRANCE

France is **leading the animation market in Europe** in both in producing and buying, and ranks 4th in the world in terms of animated TV series ordered (after Japan, the United States and Canada). French animation continues to push back the dark days of the pandemic with 15,194 hours of animation broadcast on national channels in 2024 (10,331 hours in 2023) and a high theaters frequentation competing with the pre-crisis levels. This might be due to the **high proportion of French programmes consumed**, especially by the 4-14 age group (50.1% in 2024), as well as **worldwide success stories** such as "Arcane".

SPECIFICITIES

Animation remains an **expensive genre to produce** (on average 11.7M€ between 2015-2024) compared to fiction (+2,4) and documentary (+17), mostly due to high technical spendings and subcontracting.

As **the broadcasters' share of funding for animation is lower** than fiction's (21.9% in 2024 VS 49.7%), the **importance of foreign partners and co-productions** to finance programs is essential. In 2024, foreign partners represented 25.5% of the financing (9.3% for other genres). On average, between 2005 and 2024, 70.6% of French programs were co-produced, especially with Belgium, Luxembourg and Germany (43.7% for fiction and 29.7% for documentary).

TRENDS

In terms of broadcasting, **BVoD/SVoD platforms continue to gain success** since for 5 years the watching time of the 4-14 age group on national channels has been divided by 2 while in 2024 56% of the 3-14 are watching animation content on BVoD platforms, including YouTube.

NEW CHALLENGES

It is now clear that **broadcasters (linear and SVoD) are buying less and less animated programmes**. In 2024, the amount ordered by Western European platforms has fallen by 25% in one year (-19% ordered by linear channels and -7% by platforms).

Impacted by **global challenges such as the tightening of the American market** (-69.% of programmes bought compared to 2022), French animation ranks now as the 4th genre in foreign theaters (1st in 2023). This forces broadcasters and producers to rationalise the programmes which is illustrated by the diminution of teenagers and adults programmes and the strengthening of children and family projects. While programmes targeting teenagers and young adults gained more and more success (+41% of films produced since 2019), in 2024 among the **programmes ordered in France, 92% targeted children and family audiences**, a trend also followed by the UK and Canada but opposed to Japan's.

FRENCH ANIMATION MARKET

Following on from the global challenges described above, the French employment market is also suffering from **a decline in activity and employment, especially for first-time employees** for whom it is more complicated to get hired. In March 2025 7,726 were employed while they were 8,772 in March 2023 (-11.9%). This decline also targets animation-related jobs such as lay-out and lightening (-8.4% and -12.7% compared to 2022).

However, the French animation market **stays on track thanks to worldwide famous elite schools** (9 of them are ranked in the top 50 of Animation Carrer Review, 7 in 2023) **and the diversity and quantity of companies**. In 2023, France counted 202 companies (192 in 2022, +43.3% since 2013) and 13 of them concentrated 51% of payroll (Method Animation, Xilam, Zodiak kids&family, Monello...).

Another positive evolution is a **growing feminisation of the industry**. In 2023, women represented 43.8% of employees (+12% since 2022) and 35.3% of managers. It is also important to note that parity is easily reached with younger generations (in 2023, 50.2% of first-time employees are women, 34% in 2014), giving us hope for the future!

Leading partner and investor in the animation sector at European level, the France Télévisions group supports animation production to the tune of 29.6M€ in 2023 (for 155 hours) and broadcasts on all of its screens more than 7,000 hours of animation. As a partner of companies in the sector, the public service works with more than 65 French animation production companies. In 2024, France Télévisions is the **1st European group to buy TV series** (18 in 2024-2025), before the BBC (17).

In audiovisual production, France Télévisions is distinguished by the **diversity of stories and artistic proposals** which are, in its catalogue, a unique offer on the market of broadcasters. France Télévisions offers viewers of all ages a wide range of programmes that are accessible free of charge and without advertising. The group also wishes to widen its perspective by investing on both vertical and horizontal projects.

It is in particular on the **Okoo platform** that many programs are available. Launched in December 2019, Okoo, the reference brand for children, is already watched by 1 child out of 2 with nearly 1.5 million videos viewed each day. The big back-to-school event on the platform will be the launch of the investigative series "Mystery Lane", an original creation from the Hari's studios.



While France Télévisions make kids and family its priority, it has also expanded its editorial line aimed at new animation audiences, such as teenagers and adults, especially on **france.tv slash**, which will soon also be a YouTube channel.

france.tv slash

Source: «Le marché de l'animation en 2024» by the CNC (published in June 2025)
Source: France Télévisions Press Conference at Annecy Festival 2025

Projects of series pitched at previous editions of Cartoon Forum and supported by France Télévisions:

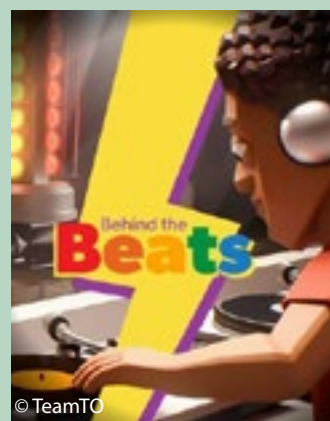
Edmond and Lucy - Pitched at Cartoon Forum 2017



Gustave - Pitched at Cartoon Forum 2022



Behind the Beats - Pitched at Cartoon Forum 2019



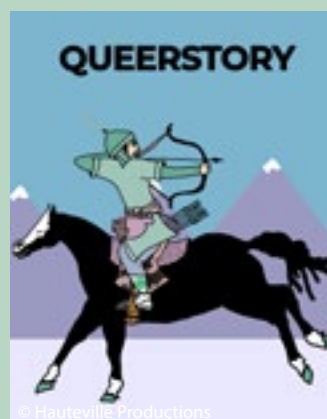
School Monitors - Pitched at Cartoon Forum 2023



The Tour de Fear - Pitched at Cartoon Forum 2024



Queerstory - Pitched at Cartoon Forum 2024



7. ANIMATION IN OCCITANIE

MADE IN OCCITANIE



In the land of Occitanie, animation never ceases to develop. Occitanie is one of the most dynamic region in this sector. Every year, there are regional productions at major festivals, competing for prestigious awards. The public can also discover these productions on all media: television of course, but also cinema, not to mention the internet with educational platforms for the little ones or series for young adults, who are fond of these new formats.

The Region accompanies this creativity, these talents of today and tomorrow, throughout the year. They support several hundred jobs directly or indirectly, for example with dedicated structures such as “Occitanie Films” to promote filming in the region. In 2023, 5.6% of animation employees were working in Occitanie (3rd pole in France after Paris) where 4.3% of studios were located. You can check all the studios and schools of the territory [here](#).

The growing attractivity of the region is motivated by appealing policies such as the 1M€ support to animation projects allocated each year. This support have helped doubled the number of jobs since 2016 and reached today more than 20 production studios and 10 schools all over the territory.

Source: «Le marché de l'animation en 2023» by the CNC (published in June 2024)
Source: “Catalogue of the animation in the Occitanie region” (2025)

Thanks to events such as the Cartoon Forum, many projects have come to life and are helping the Occitanie region to shine throughout the world. This local know-how, this **“made in Occitanie”** is doing wonderfully well internationally, like the 100% Occitan feature film **“Pil”** (by Julien Fournet, produced by TAT productions) released in 2021, and being the second most seen film abroad in 2023 and which is currently declined in series (presented at the Cartoon Forum 2023).

Last year, the project **“The Broos”** (Bobby Prod) was pitched for the first time after been born in the region Occitanie, in the mini-pitch workshop at Cartoon Forum’s Coaching Programme in 2021. Recently the worldwilde success of **“Asterix and the Big Fight”**, directed by Alain Chabat and also produced by TAT productions, released in April on Netflix illustrate perfectly the dynamism of the region.

Other studios such as Xbo films have highlighted their talent through projects such as **“Gigi”** and **“Papillon”**, both nominated for the 2025 César of the Best Animated Short-film.



“Les Toons D’ici” is an initiative that aims at promoting the animation industry in Toulouse and the Occitanie region to the young audience (children from 7 to 11 years old).

This initiative, in partnership with the **Mairie and the Metropole of Toulouse**, is based on sessions highlighting local productions and allowing children to exchange directly with stakeholders who worked on the projects. This year, the operation for schools will take place at the Pathé Wilson cinema and at the Alban Minville Cultural Center in Toulouse from **September 15 to 19**.

The sessions are structured on the different animation techniques (2D, 3D and stop-motion) and offer the children screenings from local projects, discussions with professionals, as well as pictures from behind the scenes and a summary quizz to put it all in a nutshell.



THE APIFA

The Association of Independent Producers of the Audiovisual Industry of Occitanie (APIFA Occitanie) brings together around forty production companies and aims at:

- Highlighting the productions and the attractivity of the territory,
- Help the rise of new talents and maintaining the diversity of local projects,
- Consolidate the links and collaboration between all the actors of the audiovisual Occitan industry,
- Better structure and professionalize the actors of the territory,
- Defend the interests of the producers.

2 PROJECTS FROM THE REGION PITCHED AT CARTOON FORUM



THE ZZLI BROTHERS

Prod.: Xbo films (Toulouse)

Target: Children 5-7

Anna is a resourceful 10-year-old girl who lives alone in a cabin in the middle of the forest. She dreams of adventures from reading so much, and gets bored waiting for the next book she’s ordered. Every day, she watches out for her friend, the bat, who delivers the mail. That evening, the bat asked Anna for a favor: could she take in an old bear friend, accompanied by his two brothers?

WELCOME TO HAPPYCRACY

Prod.: Manégann Films & Xbo films (Toulouse)

Target: Young Adults / Adults

‘Welcome to Happycracy’ explores the many contradictions of humans in constant quest for happiness. Each 5-minute episode focuses on a different company whose promise is to make consumers happy. A microphone is handed out to customers and business managers: those who buy and those who sell wellness services. Everyone speaks out, until contradictions rise to the surface and the situation spirals out of control.



8. ANIMATED UK MEETS EUROPE

Animation UK, in collaboration with CARTOON and with the support of **BBC Children's and Education**, is delighted to announce the return of the "Animated UK Meets Europe" Initiative at Cartoon Forum 2025.

This collaboration has been instrumental in **reinforcing European partnerships and showcasing the strength of UK talent and creativity in European markets.**



SUPPORTED BY



IN COLLABORATION WITH



ABOUT THE INITIATIVE

The special session will take place on the **afternoon of Wednesday 17 September**, showcasing **3 exciting new UK animation projects** currently seeking European co-production and distribution partners. This curated event complements the official programme of European project pitches and aims to spotlight emerging talent and encourage new creative alliances.

To further highlight the power of cross-border collaboration, a **CARTOON talk on the importance of co-productions** will also take place. Chaired by **Vanessa Chapman**, the session will bring together leading European buyers and broadcasters to share insights and successful case studies.

See more on our website: <https://www.cartoon-media.eu/forum/programme/animated-uk-meets-europe>

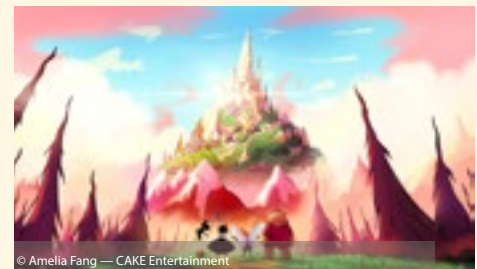
THE 3 PROJECTS SELECTED

• **Amelia Fang** (Children 6-9)

2D animation

52x11'

Producer: CAKE Entertainment (UK) & DCM (DE)



• **Let's Play in Tiger Bay** (Pre-school 2-4)

2D animation

52x7'

Producer: Hoho Entertainment & Bumpybox (UK)



• **The Adventures of Robin Robin** (Pre-school 3-5)

3D animation

52x7'

Producer: Aardman Animations (UK)



9. COACHING PROGRAMME

OBJECTIVES & CONTENT

The “Coaching Programme” is a training initiative through which young talents from specialized, local and reputable schools will have a broad overview of the animation industry and the challenges encountered when launching a project: the different stages of production, market trends, success of creators, difficulties encountered by the director, screenwriter or producer and resolutions, the role of each person, budget and financial arrangements, partnerships with other countries, etc.

More than 80 students and participants bring the Coaching Program to life each year. This year, the following schools are participating in the program: ANATEN Tarbes, BRASSART Toulouse, DNMADE Cahors e-Artsup, ENSAV Toulouse & Montpellier, , ESMA Toulouse & Montpellier, ISCID Montauban, LISAA Toulouse, Lycée des Arènes, MJM Graphic Design, TBS Education and Toulouse Ynov Campus (13 schools in total). See more on our website: <https://www.cartoon-media.eu/forum/programme/coaching-programme>



PROGRAM · MONDAY SEPTEMBER 15

- Presentation of CARTOON and the Cartoon Forum by Agnès Bizzaro
- Masterclass by Jean-François Tosti (TAT productions)
- Masterclass by Luc Camilli (Xbo films)
- Atelier mini-pitch: “How to make a good pitch?” by Agnès Bizzaro
- Masterclass by a France Télévisions representative

MINI-PITCH WORKSHOP · THURSDAY SEPTEMBER 18

The mini-pitch workshop is a unique opportunity for students to **pitch their project to an audience of regional experts** and other students. 6 projects are selected (short film, TV series, feature film, etc.) and presented during a **10 minutes-pitch on Thursday, September 18** in the afternoon. Students can thus draw inspiration from the pitches seen the previous days as part of the Cartoon Forum 2025 and get feedback from the comitee selection on their project.



10. EBU CO-DEVELOPMENT INITIATIVE

EUROPEAN PUBLIC BROADCASTERS GATHER TO SUPPORT ANIMATION AT CARTOON FORUM

The European Broadcasting Union (EBU), France Télévisions and CARTOON have joined forces to work on **a collaborative model** for animation, centered on the collective financing of a pilot project selected by EBU Members from a range of pitches presented at Cartoon Forum.



In 2023, a group of **15 public-service broadcasters** gathered at the event and chose 2 series from over 70 projects: the Belgian production **'Ray & Ruby'** and the Danish concept **'Pig & Andersen'**. The broadcasters have committed **over €130,000 to their development**.

In 2024, the project **"My Life is a Manga"** was chosen. Produced by Brain Comet and Blue Spirit (FR) with young audiences, it tells the story of Liya, a 13-years-old with an incredibly vivid imagination, who has the ability to transform ordinary days into extraordinary adventures. By transforming everyday life challenges into action filled quests, she can overcome everything!

The producers will present the initial stages of development for the project during Cartoon Forum 2025 in September.

This initiative will be renewed in 2025 with the participation of **15 broadcasters** who will select at least one project, continuing the EBU network's longstanding commitment to animated television programming and reflecting the current priority of engaging young audiences across Member territories.



11. TRIBUTES 2025

The Cartoons Tributes are an opportunity, during the Cartoon Forum, to pay tribute to the exceptional actors of the European animation sector by awarding them prizes. Divided into three categories:

- Broadcaster
- Investor/Distributor
- Producer of the Year



These prizes will be awarded after the vote of the participants (from around 40 countries) who take part in the Cartoon Forum 2025.

The vote is done **via the mobile application** from Cartoon Forum.

The nominees per category will briefly present their work during the lunches. The winners will be announced on Thursday, September 18, at the end of lunch.

See the list of the nominees on our website: <https://www.cartoon-media.eu/forum/programme/tributes>

The winners of the 2024 Tributes:

- Broadcaster of the Year: **ARTE** (FR/DE)
- Investor/Distributor of the Year: **ZDF Studios** (DE)
- Producer of the Year: **Cartoon Saloon** (IE)



12. MEET THEM AT CARTOON FORUM !

NETWORKING AFTERNOON ON THURSDAY

Since 2024, Cartoon Forum offers a networking opportunity after the pitches. **Matchmaking sessions** will be organised **on Thursday 18 September 2025 afternoon**. Come and engage with animation professionals and take the chance to meet new buyers and financial partners!

These meetings are based on the participant's choices, CARTOON will send a list of meetings scheduled with the different companies that interest them. Each meeting will last for maximum 20 min.

PUBLISHERS

Every year, CARTOON aims at bringing together the professionals from the image industry (publishers, video games) to create synergies and continue building bridges between sisters-industries. In this context **a delegation of the Bologna Children Book Fair** will be on site to meet you!

You can consult the list of the registered publishers on our website:
<https://www.cartoon-media.eu/forum/buyers>



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ANIMATED UK MEETS EUROPE

Meet also the UK delegation as well as the producers of the 3 projects presented during the "Animated UK meets Europe" session:

- **Amelia Fang** — CAKE Entertainment (UK) & DCM (DE)
- **Let's Play in Tiger Bay** — Hoho Entertainment (UK)
- **The Adventures of Robin Robin** — Aardman Animations (UK)



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OUR PARTNERS

The 36th Cartoon Forum is organised by CARTOON - European Association of Animation Film with the support of Creative Europe - MEDIA Programme of the European Union, the CNC (Centre national du cinéma et de l'image animée), Région Occitanie, Mairie de Toulouse, Toulouse Métropole, Casino Barrière and France Télévisions.

OUR EVENTS

Cartoon Forum was devised and created by CARTOON, an international non-profit association based in Brussels, aiming to support and promote the European animation industry. For over 30 years it has received financial support from Creative Europe - MEDIA Programme of the European Union to run its activities, which are concentrated in three areas:

- **CARTOON FORUM:** a co-production forum for animated series, mainly for television.

- **CARTOON MOVIE:** a co-production forum for feature-length animation films, mainly for the cinema.

Next edition: 3-5 March 2026 in Bordeaux, France.

- **CARTOON MASTERS:** three training seminars per year for professionals in the industry, dealing with specialised subjects affecting the development of skills and trade involved in animation.

Next editions:

- > Cartoon Springboard (Madrid, Spain), 28-30 October 2025

- > Cartoon Business (Brussels, Belgium), 12-14 November 2025

- > CartoonNext (Marseille, France), 8-10 April 2026



CARTOON - European Association of Animated Film

www.cartoon-media.eu

forum@cartoon-media.eu / +32 2 245 12 00

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