

CARTOON FORUM

15-18 SEPT. 2025
TOULOUSE - OCCITANIE



TOOLBOX

TV SERIES CO-PRODUCTION FORUM

Cartoon Forum 2025 in Toulouse,

European TV Series Forum for Animated TV Series

- 1000 delegates each year from 40 countries, including 280 buyers.
- Many animation projects for TV and new platforms to be pitched.
- A relaxed atmosphere that facilitates exchanges and negotiations.
- An effective formula: over 995 series financed since 1990 for a budget of 3.6 billion EUR.
- Forum 2025 from 15 to 18 September in Toulouse, Occitanie.

➤ Are you looking for a co-producer, funding, or a broadcaster for your animation series?

Submit your project to Cartoon Forum! If selected, you will have the opportunity to present it to a panel of 1000 producers, TV channels, and investors from across Europe.

➤ Are you looking for original and promising content for your channel or platform?

The Cartoon Forum is your answer: many TV series projects are presented there every year, coming from established studios and new companies across all of Europe.

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 all key players in the animation industry in order to speed up financing and find cross-border partners.

The setting of the Cartoon Forum, both relaxed and highly professional, allows participants to strengthen their commercial links and meet new contacts.

While financial arrangements typically take two to five years, a third of the projects presented at Cartoon Forum are set up in less than two years

THE ESSENCE OF THE CARTOON FORUM, UNIQUE 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 projects and encourages people to attend the presentations.

Around the sessions, the Cartoon Forum creates plenty of opportunities to socialise, at the Welcome Dinner, the giant buffet lunches, the Happy Hours or even on the dance floor during the Farewell Evening.



... EUROPEAN 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, which holds now an undisputed position in the global market : 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. While it was still in its early stages, european animation has become the leader on its own territory.

Since the first Cartoon Forum in 1990, over 995 projects (with a total budget of more than 3.6 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, a city that is moving forward!

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.

Cartoon Forum's Welcome Dinner

Toulouse is located in the heart of the South-West, on the banks of the Garonne and the Canal du Midi, with a privileged geographical location between the Mediterranean, the Pyrenees and the Atlantic. It is the fourth largest city in France with an urban area of 1.4 million inhabitants, one of the two main metropolises in Occitanie and the capital of the Haute-Garonne department.

Its historic centre is home to some remarkable monuments: the Saint-Sernin basilica, a jewel of Romanesque art, and a unique work of engineering art, the Canal du Midi. Another exceptional ensemble is the Jacobins convent, a typical Southern Gothic building. The Capitole, an impressive classical-style building that has become the city hall, has housed the Opera since 1818. In 2019, Toulouse was awarded the Ville d'art et d'histoire label by the Ministry of Culture.

Home to the Airbus Group and the Centre National d'Etudes Spatiales, Toulouse is a stronghold of the European aeronautics and space industry. Its history and economic development have been linked to flight since the pioneers of Aéropostale, a century ago. Toulouse is also a city of excellence in digital and scientific research thanks to engineering schools, universities, start-ups, laboratories and its unique network of scientific culture facilities (museum, Quai des savoirs, aeroscopy, Pionniers flight, Cité de l'espace). At the crossroads of technology, entertainment and the graphic arts, the Halle de la Machine is home to the stable of the company of the same name.

In Toulouse, music is essential, from the most sophisticated to the noisiest. The city has earned an international musical reputation with the Orchestre National du Capitole, the operas and ballets of the Opéra National du Capitole, along with its major events: Piano aux Jacobins, Toulouse les Orgues, Rio Loco, Mekanik Paradise, Les Siestes, Festival de Toulouse and Rose Festival and in particular the Stade Toulousain unites generations and ignites spirits.

Toulouse is committed to the cinema, with four Art et Essais cinemas and France's second-largest Cinémathèque, and almost 30 festivals throughout the year. They showcase foreign cinema, emerging talent, heritage works and genre films. Each film festival is an opportunity to create a festive atmosphere with concerts, shows and discussions with directors and actors.



Place du Capitole.

Welcome to Occitanie!

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



Valentré Bridge in Cahors.

© Dominique Viet / CRT Midi-Pyrénées

The Occitanie region is the most attractive territory in France. It is the second largest metropolitan area. From the Pyrenees to the Mediterranean Sea, it offers an unparalleled diversity of landscapes.

Occitanie attracts more than 50,000 new inhabitants each year. With the highest population growth in France, it currently has 5.9 million residents.

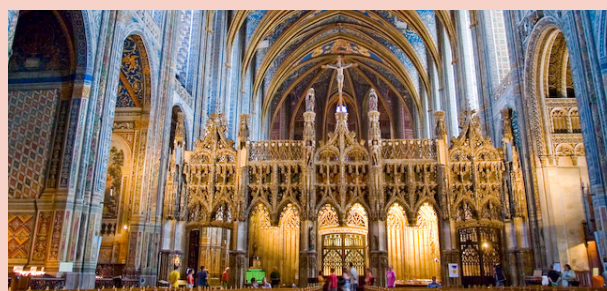
First region in France for business creation, our region is a welcoming and attractive territory. Its GDP ranks 4th among French regions (7.3% of national GDP). 1st French region for the research efforts, it excels in terms of higher education with 35 large schools and universities in Toulouse, Montpellier and throughout the territory, hosting nearly 245,000 students.

No need to travel around the world to discover precious wonders, the region has a rich history and an exceptional heritage, with nine World Heritage UNESCO sites, nearly 4,500 historical monuments, 2 National Parks, 1 Marine Natural Park, 41 Grands Sites Occitanie (Top Occitania Sites) and 8 Regional Natural 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 beautiful cities, if you love food and are curious, then welcome to Occitanie! As vast as a country, our region has treasures, tastes and exceptional products, the charm of authenticity. Here, the sea and the mountains, the villages and the castles, the vineyards and the sun are waiting for you, as well as the gentle way of life and the hospitality of the inhabitants of Occitanie.

In the land of Occitanie, animation never ceases to develop. 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 Occitanie region stands out for its concentration of more than 120 video game companies, making it a major region for the industry in terms of workforce in France.



Sainte-Cécile Cathedral, Albi © Albi Tourist Office

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.



THE VENUE

The Cartoon Forum 2025 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.



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.



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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

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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

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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. 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. Finally, you will also find a participants' directory gathering the contacts of all the registered participants

*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 2025

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 22 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.
27 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 CONTACT(S) 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.
7 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.
18 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)
15-18 SEPT.	CARTOON FORUM <ul style="list-style-type: none"> ➤ Monday 15 September: arrival of participants and Welcome Dinner ➤ 17, 18 & 19 September: pitching sessions & Farewell Dinner ➤ Friday 19 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.

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 by a production company. The company must be independent.

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](#)

• CONFORMITÉ

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.

• IMPORTANT NOTE

Any use of Artificial Intelligence must be reported to the CARTOON team in your submission form and clearly indicated on the provided materials (copyright, credits).

Cartoon Forum 2025:

Submit your animated TV project!

Deadline:
7 May
2025

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:

- A summary page with the project title, producers, format, target audience, a catchy image.
- 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 image CARRÉE	<ul style="list-style-type: none">• 650x650 px, 72 DPI, RGB, jpg• max 1 MB• WITH a discrete mention of the copyright	<ul style="list-style-type: none">> Thumbnail for our website & Agenda
1 image HORIZONTALE	<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	<ul style="list-style-type: none">> For the pop-up of your project on our website> For the CARTOON mobile app> For the press
1 image VERTICALE	<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	<ul style="list-style-type: none">> For the CARTOON mobile app> For the press

Attention: Any use of artificial intelligence must be mentioned in the submission form and clearly indicated on the relevant elements (copyright, mention, etc.). The Selection Committee may withdraw the project if this rule is not followed.

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.

If your project is selected: **a trailer (30-45 sec) will be needed by 18 August 2025.**



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 • Benshi • 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

ALCA Nouvelle-Aquitaine • Cake Entertainment • Centre national du cinéma et de l'image animée (CNC) • Coficiné • Cofloisirs • DR Sales • DeAPlaneta - Kids & Family • German Films • España Exportación e Inversiones (ICEX) • Jetpack Distribution • KissKissBankBank • Mediatoon • Unifrance – [among others](#).

» Publishers

BeccoGiallo • 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 2024.



« 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 Halmai – Super RTL Fernsehen (Germany)



Organized 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 15-18 September 2025.

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 4-6 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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