



Cartoon Movie

4-6 March 2025
BORDEAUX • NOUVELLE-AQUITAINE

TOOLBOX

CO-PRODUCTION FORUM • ANIMATED FEATURE FILMS

Cartoon Movie,

the pitching & co-pro forum for animation films



- 850 participants, 260 buyers including 140 distributors & sales agents, 55 projects pitched

Cartoon Movie is neither a fair nor a festival, but rather a pitching & co-production forum for European animated feature films. European producers with a selected project will be able to pitch it to more than 850 sector professionals in order to:

- » speed up the financing;
- » find partners;
- » negotiate deals with distributors & sales agents.

- 4 stages of projects

A special feature of Cartoon Movie is that it is possible to present projects at their different stages:

- » project in concept
- » project in development
- » film in production
- » film in sneak preview (completed film theatrically released in 2024 or with a theatrical release planned in 2025).

It is therefore the whole industrial and economic network that takes part in the development of the film, which increases tenfold the producer's opportunities for success.

- A convivial atmosphere ideal for networking

Screening of trailers, pitching of projects, business meetings, but also a welcome dinner, nice relaxed Happy Hours,... all this is part of the convivial Cartoon Movie atmosphere, which allows participants to take the time to negotiate, to enlarge their professional network and to face new challenges together.

- 483 films financed for 3.2 billion EUR

Started in 1999 with the support of the Europe Creative MEDIA, Cartoon Movie was established to create a synergy between producers, investors, distributors and sales agents of feature-length animation films.

The results are considerable. Since its creation, more than 483 films have secured financing, representing a total budget of 3.2 billion EUR.

How Cartoon Movie works

Cartoon Movie has its own distinctive space and procedures. Producers attending for the first time are advised to carefully read the following information.

• The venue

Palais des Congrès de Bordeaux
Avenue Jean Gabriel Domergue – 33300 Bordeaux – France
More information [here](#).

• Croissant & Coffee Shows

Before each morning and afternoon sessions, the trailers of the projects to be presented that day will be shown on a giant screen for all participants. These trailers will show the essence of the projects and will help attract a maximum of people to join the pitching sessions.

This is the reason why the quality of each trailer is vital!



• Pitching sessions

- » Where? The pitching sessions will take place in 2 studios simultaneously at a day and time set by CARTOON.
- » What? Producers will be able to present their project in front of all investors, distributors, sales agents, streaming platforms representatives, publishers and other potential financial partners, in order to find financing as quickly as possible.
- » What should you present? All aspects of the project: concept, graphics, characters, production schedule, stage reached in the financial arrangements, profitability scheme and what you expect from the audience.
- » Allocated time? It depends on the category of the project (see below).

- Allocated time depending on the project category

PROJECTS IN CONCEPT	<p>Session: 10 minutes (per project)</p> <p>Several projects in concept (5 to 6) will be grouped for a one-hour presentation, coordinated by a single chairperson.</p>
PROJECTS IN DEVELOPMENT	<p>Session: 30 minutes</p> <ul style="list-style-type: none"> - Presentation of 20 minutes incl. Q&A - 5 minutes to let people in + 5 minutes to let people out of the room
FILMS IN PRODUCTION	<p>Session: 30 minutes</p> <ul style="list-style-type: none"> - Presentation of 20 minutes - INCLUDING the screening of an extract of 5 minutes (animated images) - 5 minutes to let people in + 5 minutes to let people out of the room
FILMS IN SNEAK PREVIEW	<p>Session: 30 minutes</p> <ul style="list-style-type: none"> - Presentation of max. 3 minutes - Screening of an extract of 15 minutes (animated images) - 5 minutes to let people in + 5 minutes to let people out of the room





• The Cartoon mobile app for the projects

In this mobile app you will find all the information about the selected projects and two important elements: the feedback forms and the trailers. You will be able to search, sort and rank the projects. You will also be able to create a customised agenda of the pitches you wish to attend and organise meetings with the producers through the "Request a meeting" button at the bottom of the project's page. You can also communicate directly with event participants *via* the chat facility built into the application.

The feedback forms in the application are sent directly to the producers of each project. It is also possible to download and send feedback forms from the application, the latter function reserved to buyers.

• Chairpersons

The chairpersons are neutral, experienced animation professionals who will help producers prepare their presentation and act as moderator during the pitching session.

For projects in concept, 5 to 6 projects will be combined for one-hour presentations, each coordinated by a single chairperson.

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

Programme of the Cartoon Movie 2025

Tue 4/03	Wed 5/03	Thu 6/03	Fri 7/03
Animation & Transmedia (14:00 - 18:00)	Croissant show	Croissant show	Departure of participants.
Rehearsals for NEW producers (14:00-18:00)	Pitching sessions	Pitching sessions	
Arrival of other participants	Lunch & Coffee Show	Lunch & Coffee Show	
	Pitching sessions	Pitching sessions	
Welcome Dinner	Free evening	Farewell Cocktail	

Animation & Transmedia,

bridge between video games, transmedia & animation companies

Animation and video games are so close and yet don't cross. Animation & Transmedia brings the bridge! Mutual benefit is the key. Organised just before Cartoon Movie, this half-day side event consists of hundreds of one-to-one meetings between animation producers, transmedia & gaming professionals.



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- **Objectives**

- » To create synergies between the animation & transmedia industries.
- » To encourage producers to bring transmedia partner at the same EARLY stage as the co-producer and the distributor in the process of a feature film.
- » To foster the concurrent development of a feature film and apps/transmedia approach based on the same characters and graphic bible, like major hit films.

- **Date & venue**

- » Tuesday 4 March from 14:00 to 18:00.
- » Palais des Congrès de Bordeaux (Cartoon Movie's venue).

- **Content**

- » Meetings between professionals of animation and transmedia.
- » One-to-one meetings of 20 min will be organised beforehand by CARTOON, based on participants' requests.

- **Registration**

- » Only for animation and transmedia professionals taking part in Cartoon Movie.
- » To register, tick the appropriate box on Cartoon Movie's registration form.
- » No extra fee (it is included in the Cartoon Movie standard fee).
- » Once registered, we will contact you to do the follow-up.

Cartoon Movie 2025:

Conditions of admission and regulations



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To be eligible, the submitted project should be:

- **An animation film (minimum 50% animation)**

- » Of a minimum running time of 60 minutes.
- » Cinema quality.
- » All new animation techniques are accepted.

- **European**

- » Any European producer whose registered office is located in a country associated with Creative Europe MEDIA can present a new animation project at the Cartoon Movie.
- » Countries associated with Creative Europe MEDIA : the 27 EU countries + Albania, Bosnia and Herzegovina, Iceland, Liechtenstein, Montenegro, North Macedonia, Norway and Republic of Serbia. 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.

- **From an independant production company**

- » Please note that only independant production companies can submit a project.

- **Intended for theatrical distribution**

- **Accompanied by a European letter of interest**

Each project must be accompanied by a written statement of interest from a distributor, a sales agent, or a streamer attesting to their interest in the project (optional for the projects in concept).

Only one project per company can be submitted

Note about the Artificial Intelligence (A.I.) : All use of an A.I. must be notified to the CARTOON team in your submission form and clearly indicated on the provided elements (copyright, mention).

Note

- Producers with a selected project at Cartoon Movie must register to the event and pay registration fees. Please visit our [website](#). Registration fees are per person and not per company or project.
- Producers whose project has been selected cannot withdraw their project after 9 January 2025, otherwise 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 projects were not selected.

Cartoon Movie 2025:

Submit your animated feature project

Deadline: 13 November 2024

• Online project submission

Please read carefully the instructions below.

- » Before starting your project's submission, prepare all the **required elements**.
- » 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 Movie's tab the "Submit a project" button.
- » Everything will be online, even the annexes to upload. Don't forget to click on "Submit".



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• Good to know

- » Deadline: 13 November 2024
- » You can submit a new project of animated feature film in 4 categories: project in concept, project in development, film in production or film in sneak preview (the status of the project mentioned during the submission must be the one at the time of the pitch, in March 2025).
- » Only one project per company can be submitted
- » Check the **conditions of eligibility** to be sure you fulfill all the requirements
- » For the duration of the pitching sessions, have a look at "**Your pitching session and technical meeting**"

Follow the next steps

3 steps to submit your project

Step 1 - Prepare all the elements for the online form

1. A synopsis (max. 700 characters, including spaces)

Short description of the story, to be published in our mobile app and on our website. In English only.

2. Project file (PDF)

Prepare a file to present your project in the best way, adding images from your project and elements that best describe it in order to convince the Selection Committee. Suggestions of elements to put in the file (you are free to re-arrange them):

- » Summary page with the title, producers, length, genre, audience...
- » The synopsis
- » Several attractive stills of the project
- » The treatment / storylines (extensive description of the story).
- » A description of the characters.
- » A description of the state of progress of the project.
- » A note of intent of the producer.

3. Letter of interest

Each project must be accompanied by a written statement of interest from a distributor, a sales agent, or a streaming platform representative, attesting to their interest in the project (letter of interest optional for the projects in concept, but mandatory for other categories of submission). In the online form you will need to provide:

- » Name of the company
- » First name, last name and email address of the contact person
- » Letter in PDF format (max. 10MB)

4. Images

In addition to the images from your project file, prepare 3 nice stills of the project for our mobile app, our website, the agenda and the press.

- » 1 vertical still (1920x2560 px / .jpg, RGB, max. 10MB, 72 dpi) with the title of your project + logos and names of production companies on it
- » 1 horizontal still (1920x1150 px / .jpg, RGB, max. 10MB, 72 dpi) without text - image has to be different from the vertical one
- » 1 square still (650x650 px / .jpg, RGB, max. 1MB, 72 dpi)

5. Video

If videos are available, you will be able to enter a link in the online submission form. You can also provide a video via WeTransfer at movie@cartoon-media.eu.

Important

- Upload 1 single PDF.
- try not to exceed 25 pages (max 10 MB).
- It must be written in English.
- Note that you should not change the pictures once the project has been submitted.
- All use of an Artificial Intelligence must be notified to the CARTOON team in your submission form and clearly indicated on the provided elements (copyright, mention).



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, so don't forget your login and password.

Step 3 - Click on MY PROJECTS and fill in the form

- » Click on "**MY PROJECTS**" and in the Cartoon Movie's 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".

Important:

- You can start to submit your project and finish later by clicking on «save & close».
- Once it is submitted, you won't be able to modify the data, so make sure to review them before submitting.



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If your project is selected: **a trailer for the Croissant & Coffee shows will be needed by 5 February 2025** (see below)

PROJECTS IN CONCEPT

30 to 45 sec. (trailer not compulsory but we strongly advise you to have one in order to avoid the discrepancy with the other projects.)

PROJECTS IN DEVELOPMENT

30 sec. to 1 min.

FILMS IN PRODUCTION

max. 1 min.

FILMS IN SNEAK PREVIEW

max. 1 min.

Note

For projects in concept and in development, please note that Cartoon's Selection Committee reserves itself the right to determine the final category of the project (**see regulations**).

Cartoon Movie 2025:

Schedule and deadlines

In order to ensure that Cartoon Movie runs smoothly and that your project is successful, we kindly request that you observe the following deadlines.

13 NOVEMBER 2024	Closing date for submitting the 3 steps of your project submission.
IN THE WEEK OF 2 DECEMBER 2024	<p>Selection of the projects</p> <p>A Selection Committee will examine the application files to make sure they conform to Cartoon Movie's regulations. All the eligible projects will be reviewed and the Selection Committee will decide on the selection for Cartoon Movie 2023. Producers will be informed of the Selection Committee's decision shortly after that date.</p>
20 DECEMBER 2024	<p>Participant registration deadline for Cartoon Movie:</p> <p>Producers with a selected project at Cartoon Movie must register to the event and pay registration fees. Please visit our website. Registration fees are per person and not per company or project.</p>
9 JANUARY 2025	Deadline for withdrawal of project without penalty fee (see page 7).
27 JANUARY 2025	Deadline for paying the accommodation expenses.
5 FEBRUARY 2025	Deadline for submitting your trailer for the Croissant & Coffee Shows.
IN THE WEEK OF 24 FEBRUARY 2025	<p>Schedule of the pitching sessions</p> <p>CARTOON will send you the date and time of your presentation. Please note that we will not consider any special requests from producers.</p>
4 MARCH 2025	Animation & Transmedia (afternoon)
5-6 MARCH 2025	Cartoon Movie 2025



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More buyers every year

Cartoon Movie is the must-attend event for all those involved in financing animation. Decision-makers, distributors, investors and streaming platforms take part in this event, which encourages them to put in place a European strategy for cooperation between the various funding sectors. What's more, they have a unique opportunity to preview films at the concept stage. Every year, around 280 buyers attend Cartoon Movie. These include all the major European groups investing in the audiovisual sector:

» Distributors & Sales agents

BAC Films • Belga Films • Best Friends Forever • BIM Distribuzione • Charades • Cinema Management Group (CMG) • Film Constellation • Flins y Pinículas • france tv distribution • Gebeka Films • Global Screen • Indie Sales • KMBO • Kino Swiat • Latido Films • LevelK • New Europe Film Sales • Pink Parrot Media • Pro Films • Under the Milky Way • Viva Pictures Distribution • Crunchyroll • Czech Tevelevision – among many others.

» Investors

Atmosphere Media • Auvergne-Rhône-Alpes Cinéma • Centre national du cinéma et de l'image animée (CNC) • Coficiné • Cofiloisirs • The Danish Film Institute (DFI) • DeAPlaneta Entertainment - Kids & Family • Estonian Film Institute • Eurimages • European Film Promotion • German Films • España Exportación e Inversiones (ICEX) • KissKissBankBank • Unifrance • Nordisk Film&TV Fund – to name a few.

» Publishers

BeccoGiallo • Casterman • Dupuis • Média Participations • Gallimard • Nathan Univers Jeunes • Argo Publishing • Flying Eye Book • GrupoPlaneta • Massive Publishing – among many others.

» Broadcasters

BBC • Benshi • CANAL+ • France Télévisions • Kidjo • M6 Métropole Télévision / Gulli • RTL Disney Fernsehen • RTVE • RAI Kids • SK Broadband • VRT • Ketnet • Luftkind Filmverleih • Smorgasbord Picture House – to name a few.

Vous trouverez [here](#) the list of buyers who took part in the Cartoon Movie 2024.



« It was great to be able to be part of the event and explore the world of animation in closer detail. It also helps inform us about projects we have on our upcoming slate and strategies we may employ. »

Steven Bestwick – The Yellow Affair (Finland)



« Cartoon Movie is one of my favorite markets with its efficiency and great organization. Usually as buyers, we are not in direct contact with the producers but I believe it is important we understand each other. It is a great opportunity to let them know the market conditions in each territory and the demands, and it is important for us to know the making of process of the animations. Thank you again to the team. »

Beril Heral – Filmarti (Trukey)

Cartoon Movie 2025,

the co-pro forum for Animation Films

Why?	Cartoon Movie's major trump card is the idea of encouraging the winning producer / distributor combination from the onset of a new project.	
When?	Tuesday 4 March	Afternoon: Animation & Transmedia Evening: Welcome Dinner
	Wednesday 5 March	Cartoon Movie
	Thursday 6 March	Cartoon Movie Evening: Farewell Cocktail
	Friday 7 March	Departure of the participants (morning)
Where ?	In the city of Bordeaux, France. Palais des Congrès de Bordeaux Avenue Jean Gabriel Domergue – 33300 Bordeaux – France	
Accommodation	CARTOON will arrange your hotel booking for you. CARTOON has negotiated special hotel fees. You just need to fill in the appropriate fields on the online registration form.	
Registration	To register as a participant for Cartoon Movie, register online on our website before 20 December 2024.	

• Organised by CARTOON

Cartoon Movie was devised and created by CARTOON, an international non-profit association based in Brussels, aiming to support and promote the European animation industry. For 35 years it has received financial support from the MEDIA Programme of the European Union to run its activities, which are concentrated in four areas:

- » **CARTOON MOVIE:** a co-production forum for feature-length animation, mainly for the cinema. Cartoon Movie (over 850 participants) takes place every year in France;
- » **CARTOON FORUM:** a co-production forum for animated (mainly television) series. The Cartoon Forum (about 1000 participants) takes place annually in September.
- » **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 pitching and case studies event imagining the future of animation & digital content;
- » **CARTOON SPRINGBOARD:** a pitching event dedicated to young talents;
- » **CARTOON BUSINESS:** a top-level seminar delivering key strategies for studio growth and business development.



Contact

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