CartoonNext

Imagineering the Future of Animation and Digital Content

**MARSEILLE
12>15 April
2022**

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Imagineering the Future of Animation and Digital Content

What is it?

At CartoonNext, a broad range of topics will be discussed:

» What are **the consequences of the last 2 years** on the animation ecosystem (creation, production, distribution)?

» How these consequences push for **more synergies with other industries** (video games, publishing, live-action cinema)?

» Why **new technologies shape the way you work** from creation to distribution?

» How **new business structures** influence the growth of your company?

» How **sustainability can drive** the development of your studio?

» How **emerging voices** challenge our habits?

"Get instant practical advice and guidance about content, financing models and distribution"

Test out and improve your cross-media project!

BEFORE THE EVENT

» Benefit from a **dedicated chairperson** allocated to your project, who will review and analyse your concept and help you produce the best presentation possible.

» **Receive written feedback from a panel of industry experts**, specially selected for your project, in advance of putting your final pitch together.

AT THE EVENT

» Deliver a **20-minute pitch** outlining your core concept and how the key transmedia elements will be developed to work across your chosen platforms.

» Receive **20 minutes moderated feedback** (chosen from specialities such as TV, licensing, investor-financing, distribution, gaming, e-publishing etc) on your project, its transmedia potential and strategy as well as helpful advice so as to move the project forward.
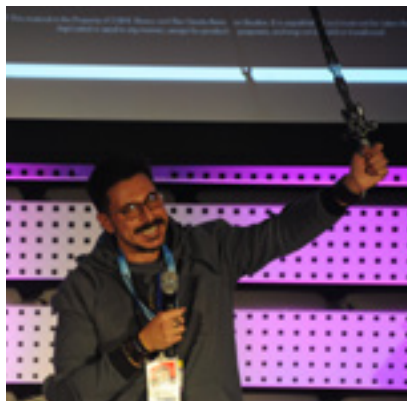
Project submission

The online form to submit a project will be available in January.
Project submissions will close on **4 February 2022.**

For further information, go to:
www.cartoon-media.eu > **CartoonNext** > **My Cartoon** > **My Projects**

What kind of project can be presented ?

» **An existing, "in concept" or "in development" project** which is being developed across **multiple platforms.**

» Originating from an animated TV series, a film, or short form content Or a book, a game, a AR/VR experience, or even a toy where animation is used to extend the property into a transmedia proposition.

» At a stage where at least 2 ideas on distinct platforms can be fully pitched.

Who can present a project and participate?

» **European producers** who want to develop their animation project or property into a cross-media brand to be distributed on several platforms.

» **European professionals** who want to develop their cross-media project into animation.

» Fluency in **English** is required for the pitch and to communicate as there will be no translation on site.

» The project holder must come from **one Creative Europe - MEDIA** country: the 27
» EU countries + Iceland, Norway, Albania, Armenia, Bosnia and Herzegovina, Kosovo, Liechtenstein, North Macedonia, Montenegro, Republic of Serbia, Georgia, Moldova, Tunisia & Ukraine.

» **Warning:** since the Brexit, the UK is not part of the eligible countries.

Cost

» 400 EUR (+VAT) for producers pitching a project.
  Meals (3 lunches and 2 dinners) are included.

» 300 EUR (+VAT) for participants without a project.
  Meals (3 lunches and 2 dinners) are included.

In case of project withdrawal: Producers whose project has been selected at CartoonNext can't withdraw their project after 21 February 2022, or they will have to pay the sum of 400 EUR. ALL CHANGES OR CANCELLATIONS MUST BE COMMUNICATED IN WRITING to masters@cartoon-media.eu

Schedule and Deadlines

10 FEBRUARY	Extended deadline for project submission
17 FEBRUARY	Producers will be informed whether their project has been selected
MID-FEBRUARY	Participants' registration deadline (with project)
28 FEBRUARY	Participants pitching a project will be contacted by their chairperson
28 MARCH	Participants' registration deadline (without project)
12-15 APRIL	CartoonNext in World Trade Center Marseille Provence (France)

Contact us

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