**INSIGHTS ON CARTOONNEXT 2023’S PROGRAMME**

**A Boom for Animation : What’s coming next ? A View from The Bridge**  
**with Julien Borde**, President of **Mediawan Kids&Family** (France)  
  
With generations of adults having grown up watching tons of animation on dedicated channels, YouTube and cinemas, animation has never been in a stronger position to rule the world. Not only pre-schoolers, kids and adults enjoy it in animated linear shows but also in prime time TV and streaming services, with more and more hybrid forms of storytelling. And with the rise of web3, the digital landscape is also rooting itself into animation, with more interactive opportunities to create truly interactive universes.  
Julien Borde, President of Mediawan Kids&Family (European animation leader), ex-Disney, France Télévisions and WarnerMedia, will share his vision of the future of animation and storytelling and discuss the challenges and opportunities brought by new technologies to both consumers and talents.

**How creators and entrepreneurs challenge the way animated cross-platform concepts are created, now and in the future**  
**with Eliza Jäppinen**, CEO of **Visible Realms**(Finland)  
  
From pitching The Studio Killer’s IP at Cartoon 360, to a successful Kickstarter, going viral with phenomenal metrics on Tiktok, onto launching a mobile game and finally developing a series with acclaimed US Studio Titmouse, Eliza Jäppinen says her journey has revolutionised the way she will approach every IP in her company. She will happily share the highs and lows of that voyage of discovery.

**PANEL: What is the state of the animation industry in Italy, France, UK, with insights into the Baltic Region. Importantly, what does the future hold?**  
  
What are the positives for today? But what are the challenges for tomorrow? What should we next be lobbying for in the future?  
We hear from the leading trade bodies: **Cristian Jezdic** from Cartoon Italia, **Samuel Kaminka**fromAnimFrance, **Kate O’Connor**fromAnimation UK, and giving an insight into the Baltic Region, reportedly to be expecting growth, **Justė Michailinaitė**fromLithuanian Animation Association.