



PROGRAM CARTOONNEXT MARSEILLE (18 – 20 APRIL)

TUESDAY 18th

12:30 LUNCH WITH ALL THE PARTICIPANTS

14:00 – 14:20 WELCOME WORDS

14:20 – 15:20 A Boom for Animation: What's coming next? A view from the bridge. 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. (45' + 10' Q&A + 5' TC)

Speaker: **Julien Borde** (Mediawan Kids & Family/FR)

Moderator: Christophe Erbes

15:20 – 15:50 COFFEE BREAK

15:50 – 16:30 CartoonNext brings you the Next Big Thing in the crossover between anime, narrative and gaming. *Cyberpunk 2077: Edgerunners!* Breaking boundaries and demonstrating an exciting new collaboration between Eastern Europe and anime powerhouse, Japan. Recently named Anime of the Year at the prestigious Crunchyroll Anime Awards.

Cartoon Next is pleased to announce that *Cyberpunk: Edgerunners* is coming to Marseille as one of this year's event highlights! Set in the world of the *Cyberpunk 2077* video game from CD PROJEKT RED, the show was created by the studio in collaboration with anime powerhouse Studio TRIGGER. Released on Netflix in 2022, it garnered acclaim from critics and fans alike, winning multiple industry awards, including Anime of the Year at the prestigious Crunchyroll Anime Awards. Joining us at Cartoon Next will be Bartosz Sztzybor, Comic Book and Animation Narrative Director at CD PROJEKT RED, as well as we hear from key Studio TRIGGER members involved in the making of *Cyberpunk: Edgerunners* to talk about their journey into the world of the dark future, breaking boundaries between anime, narrative, and gaming, and what this collaboration may mean for bringing the world of anime and gaming even closer than ever. (25' + 10' Q&A + 5' TC)

Speaker: **Bartosz Sztzybor** (CD PROJEKT RED/PL)

Moderator: John Lomas-Bullivant

16:30 – 17:05 First of a series on how creators and entrepreneurs challenge the way animated cross-platform concepts are created, now and in the future.

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 Jappinen, CEO of Visible Realms in Finland, says her journey has revolutionised the way she will approach every IP in her company. And she happily shares the highs and lows of that voyage of discovery

Eliza tells their story, sharing all the learnings and insights and how others can apply them to their relevant concepts. (20' + 10' Q&A + 5' TC)

Speaker: **Eliza Jäppinen** (Visible Realm/FI)

Moderator: Lisette Looman

17:05 – 18:00 CartoonNext in conversation with Aaron Davidson, Animation Development Executive and Buyer, for Amazon Prime Video and Amazon Studios, USA

As adult animation enjoys a phenomenal rise in popularity both with platforms and viewers, Aaron Davidson overseas the primetime, animation development slate and give us his informed take on why the boom, why now and what next? He provides valuable insights into why adult-appealing animated content should enjoy the same success as live action, in the future. And he reveals that his doors are open to European concepts and collaboration. (45' + 10' Q&A)

Speaker: **Aaron Davidson** (Amazon Studios/USA)

Moderator: John Lomas-Bullivant

20:00 WELCOME DINNER AT Le République

WEDNESDAY 19th

09:00 – 09:45 What Next for Africa as the industry develops and grows? With buyers across Europe looking to the region for new ideas and inspiration. It's a huge potential market.

So, what is the next major opportunity for the industry, both in Africa and in co-production with Europe. And how can gaming and distribution platforms be harnessed in the continent?

CartoonNext hears from Thierry Baujard, from Spielfabrique, about a new feasibility study, examining how new ecosystems can be forged, how a structure can be put in place to link Europe with Africa, how gaming and animation be brought together. We learn from Teddy Kossoko from Gara, building a distribution platform for Africa" (30' + 10' Q&A + 5' TC)

Speakers: **Thierry Baujard** (Spielfabrique/DE/FR) & **Teddy Kossoko** (Masseka Game Studio/FR)

Moderator: Christophe Erbes

09:45 – 10:30 The Next New Creators! The rise of the animator, dreaming up fresh ideas, getting them commissioned, and seeing them grow into a cross-media franchise. CartoonNext showcases the remarkable journey of *The Heroic Quest of Prince Ivandoe* for Cartoon Network

Starting out as a simple idea from Danish animators, Christian Boevig-Andersen and Eva Lee Wallberg, developing into 20 x 2.5' shorts, embedded in a game on Cartoon Network and You Tube, and now celebrating a global launch of a 40 x 11' TV series. What next for Ivandoe and its creators? And what advice can they provide to other would-be creators? (30'+10' Q&A + 5' TC)

Speakers: **Eva Lee Wallberg** & **Christian Boevig-Andersen** (Titan's Thunder/DK)

Moderator: John Lomas-Bullivant

10:30 – 11:00 COFFEE BREAK

11:00 – 11:40 Pitching Session 01

11:40 – 12:20 Pitching Session 02

12:20 – 12:40 EXTRA TIME

12:30 – 14:00 LUNCH

14:00 – 14:40 Pitching Session 03

14:40 – 15:20 Pitching Session 04

15:20 – 16:00 “Today almost anybody can be your target”: CartoonNext uncovers the phenomenon of “silo marketing” and how it’s transforming the development of animated IP with Jean-Philippe Randisi, Company Director at bRAND-WARD (United Kingdom)

Who’d have thought the day would come when your teenage son or spouse would be targeted by pre-school marketers? ‘Silo marketing,’ originating in social media’s echo chambers, combined with the commodification of creative content, are changing the way IPs are promoted and commercialised and opening up opportunities for all those engaged in attracting consumers to their animated properties. International IP development specialist, Jean-Philippe explores the reason behind this shift and demonstrates how it is changing both the monetisation and the development of animation properties. He explains what producers and all those developing, producing and distributing content, across platforms, can learn from this fresh approach and, importantly, how to benefit from it. (25’ + 10’ Q&A + 5’ TC)

Speakers: **Jean-Philippe Randisi** (bRAND-WARD/UK)

Moderator: Lisette Looman

16:00 – 16:30 EXTRA TIME & COFFEE BREAK

16:30 – 17:00 A new approach to offering valuable opportunities for up-and-coming animation talent. CartoonNext talks to celebrated animation designer and director, Laurent Nicolas

Laurent was recently awarded an Emmy for his ground-breaking character designs for the ‘Automated Customer Service’ episode for *Love, Death + Robots*. Inspired by his experiences on the Netflix series and Millimages’ *Lascars*, Laurent wants to inspire the next generation of aspiring animation directors, with his innovative talent programme. (25’ + 5’ TC)

Speaker: **Laurent Nicolas** (We Just Kids/FR)

Moderator: Christophe Erbes

17:00 – 18:00 What’s Next for Talents: Representing talent and navigating the peaks and valleys of an evolving landscape

Exclusive insights from one of Hollywood’s most respected talent managers, **Julie Kane-Ritsch (The Gotham Group/US)**. Julie represents many of the top creators, show runners, writers, artists, and producers in the animation business – with unique relationships with and inside knowledge of the world’s major buyers and platforms in both the U.S. and globally. This presentation will provide an authoritative overview of the animation business and what challenges and opportunities face talent now, after a landmark year of change and challenges in the industry. (50’ + 10’ Q&A)

Speakers: **Julie Kane-Ritsch** (The Gotham Group/US)

Moderator: Lisette Looman

HAPPY HOUR 60'

FREE EVENING

THURSDAY 20th

09:00 – 09:50 A Game changer in adult animation: multi-nominated & award-winning “I Lost My Body”

Founder and President of Xilam, **Marc Du Pontavice**, shares his often, challenging experiences of producing an adult-animated feature, which creatively and technically pushed the boundaries. He provides his insights about what's next for the adult genre whether in films or series; what's next for Xilam, and what we can learn from the ground-breaking project. (35' + 10' Q&A + 5' TC)

Speakers: **Marc du Pontavice** (Xilam/FR)

Moderator: John Lomas-Bullivant

09:50 – 10:30 Linear TV: reinventing itself for a new generation.

The evidence? Sky and Dreamworks have just launched new children's linear services in the UK and France respectively. Globally, Paramount and Roku have launched linear channels, Netflix has one in France and YouTube is exploring offering content through linear channels too - even streamers acknowledge the value of curation. (25' + 10' Q&A + 5' TC)

Speakers: **Adam Woodgate** (Dubit/UK)

Moderator: Christophe Erbes

10:30 COFFEE BREAK

11:00 – 11:40 Pitching Session 05

11:40 – 12:20 Pitching Session 06

12:20 - 12:40 EXTRA TIME

12:30 – 14:00 LUNCH

14:00 – 14:40 Pitching Session 07

14:40 – 15:20 Pitching Session 08

15:20 – 16:00 SESSION 12 TBC (30' + 10' Q&A)

Speakers:

Moderator: Lisette Looman

16:00 – 16:30 EXTRA TIME & COFFEE BREAK

16:30 – 17:30 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** from AnimFrance, **Kate****

O'Connor from Animation UK, and giving an insight into the Baltic Region, reportedly to be expecting growth, **Justė Michailinaitė** from Lithuanian Animation Association (40' + 15' Q&A + 5' TC)

Speakers: **Cristian Jezdic** (Cartoon Italia/IT), **Samuel Kaminka** (AnimFrance/FR), **Kate O'Connor** (Animation UK/UK), **Justė Michailinaitė** (Lithuanian Animation Association /LT)

Moderator: John Lomas-Bullivant

19:30 FAREWELL DINNER AT Les Réformés