



@ Cartoon 2023

### INSIGHTS AND ADVICES ON WHAT'S COMING NEXT IN ANIMATION

The second edition of **CartoonNext** kicked-off on 18 April, in **Marseille**, to bring up together various professionals from the animation and related sectors with the newest and well-curated keynotes, panels & case studies, and 8 pitching sessions of innovative projects with multi-platform ambitions dedicated to the evolution of the creative and digital industries displaying their cross-over strategy, and getting a direct and thoughtful feedback from international animation experts with various background.

**221** Participants attending

**45** speakers & experts: **60%** were new

**23** countries

**17** keynotes, panels & case studies

**8** pitching sessions

@ Cartoon 2023

**CartoonNext**, a seminar and a pitch event, allowed the participants during 3 days to witness live how the actors and experts of these sectors were taking up this challenge together. Diversity and a strong range of speakers, experts, and projects from across different territories were key considerations in the formulation of the programme. And this year there was a good and varied mix of new experts, recruited for the pitching sessions, including broadcasters, distributors, and specialists across platforms.



@ Cartoon 2023

On Tuesday 18 April, during the welcome words, **Vanessa Chapman**, Head of content **CartoonNext**, greeted everyone and reminded the mantra of **CartoonNext** which is **Imagineering the future of Animation and Digital Content**: she reassured the participants and all sessions would aim to provide forward-looking insights and advice on **what's coming NEXT**.



@ Cartoon 2023

**Michel Bissière**, Art & Culture Advisor of **Région Sud**, after greeting the participants, acknowledged that during **CartoonNext**, experts discuss diversity, technological evolution, and new ways of broadcasting. He listed **CartoonNext** as a key event with a mission to anticipate and respond to innovations and to bring out a sector in full expansion at the national, European and international level. He showed his gratitude that the future of animation was discussed and offered fabulous prospects for young and future professionals, specially the locals: "I am happy and honored to be here, with you, to open this second edition"



@ Cartoon 2023

**Mathieu Morfin**, President of SudAnim, thanked **Cartoon**, for organizing the event for the second year and the significant and positive role of such events in the region. He listed the values of SudAnim in the national and international animation industry and the need to support and accompany the animation field and its new ways of distribution, and the aim to provide artistic, economic and innovative opportunities for companies and talents.



@ Cartoon 2023

## THE SESSIONS

CartoonNext offered a set of **17 conferences** from top experts working in different fields (distributors & sales agents, investors, broadcasters, new media platforms, game companies, video editors, book publishers, producers, authors, directors & talent management). The aim was to question the future of animation.

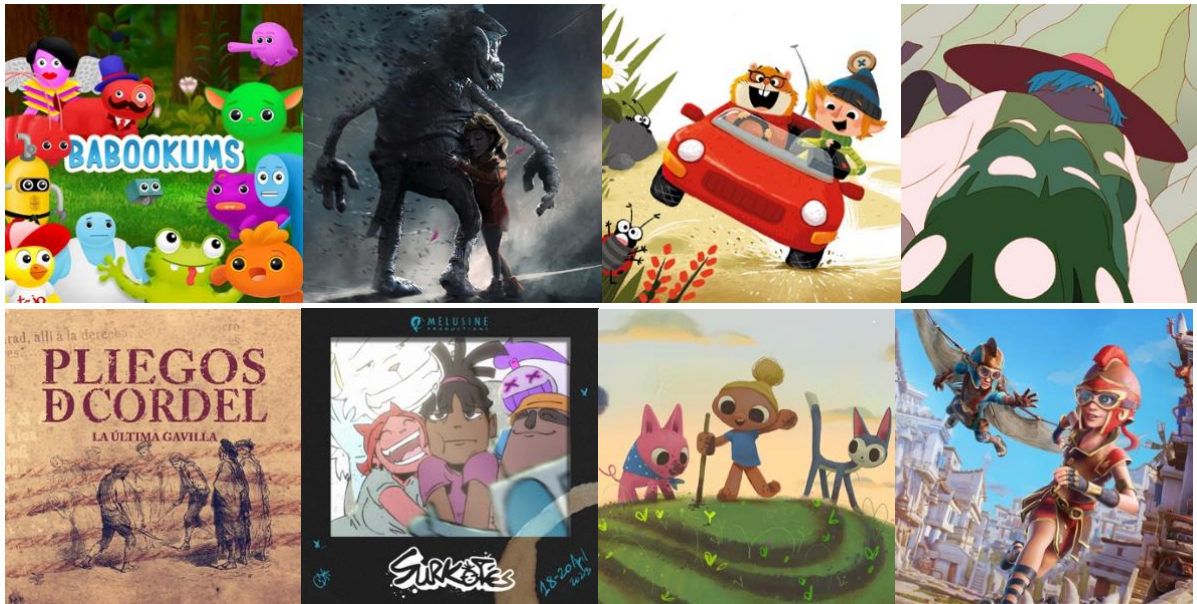
This year a fresh innovation was introduced to provide a ‘sneak preview’ of what is coming up next on some key platforms across Europe. Broadcasters such as RAI, France Televisions, Gulli, the BBC, DeaPlaneta, RTV Slovenia, and specialist channel, Anime Digital Network all kindly provided a cross-section of animated properties commissioned for the coming year.

The main keynotes this year reflected important trends, set to continue into the future for animation. Technology, adult animation, stop-motion and talent.

### Among the topics generally addressed:

- What are the latest trends in the animation industry (creation, production, distribution)?

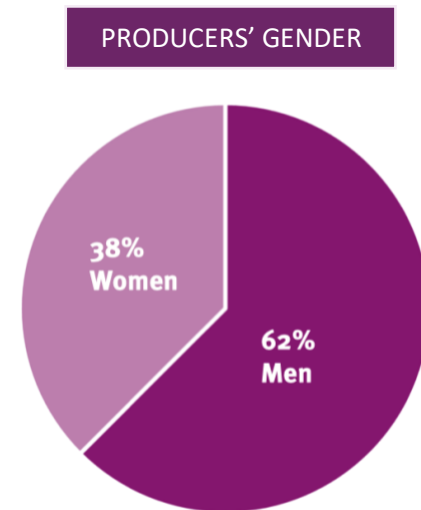
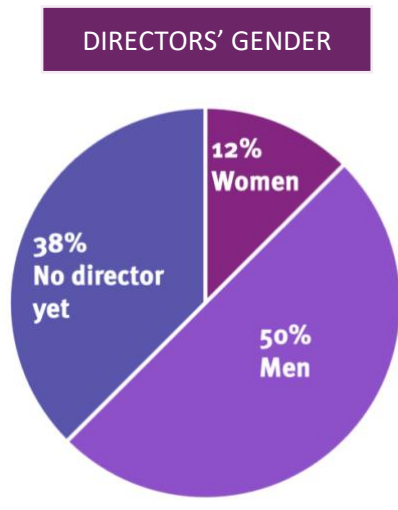
- Where is animation meeting up with other related industries (video games, publishing, live-action cinema)?
- Focus on adult animation: From a key buyer's perspective to a producer's perspective.
- Why are new technologies shaping the way we work, from creation to distribution?
- Focus on Talent and What Next: Talent Management, The rise of the new creators & a talk to a the designer and director
- The emergence of inspiring female producers, challenging existing conventions in animation and finding new and different ways of doing things
- What Next for Animation in Africa? Insights into a growing animation and gaming industry, examining the challenges and the opportunities for producers in Europe
- Industry insights and trends: Licensing, Marketing and the Consumer
- And more in industry insights and trends: The Resurgence in Stop-Motion and What Next? To hear the thoughts of two prime advocates of stop-motion,



@ Cartoon 2023

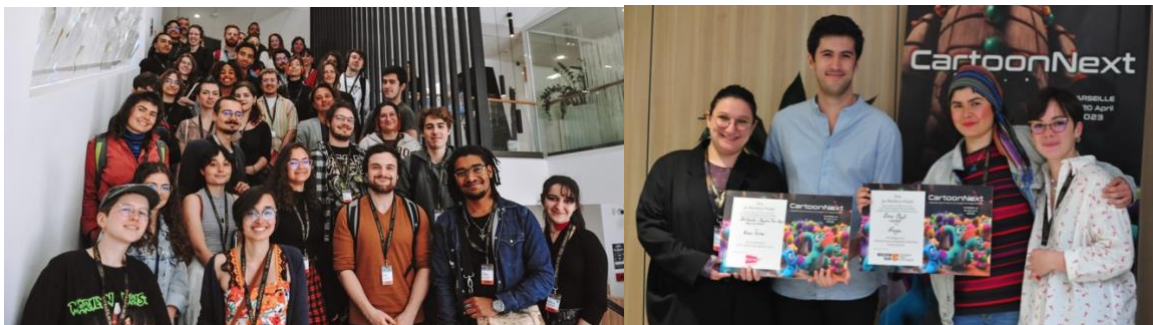
### CROSS-OVER PROJECTS:

Among **27** projects submitted to **CartoonNext**, **8 projects** from all over Europe and specifically dedicated to digital platforms were chosen by the Selection Committee. The majority of the projects (6 out of 8) were targeted at **children and families**, while the other two were aimed at **adults/young adults**. In terms of cross-media ambitions, there were 4 projects aimed at **video games** and 3 projects aimed at **comics**. As topic, 2 of the projects deal with subjects related to **inclusivity, diversity and/or ecology**, which is 25% of the projects presented and 2 projects have a **female main character**. Countries being represented were France, Germany, Spain, Belgium, Bulgaria, Lithuania and Poland. Great combination of themes, cases studies, good leading experts and strong creative insights that brought a bright perspectives on animated innovations and potential future solutions. Progressive interactions with all producers were built during the feedback session after each pitch as well as Extra Time corner.



@ Cartoon 2023

It was pleasing to see the quality of ideas - with generally better - thought out cross-media thinking - being submitted as projects, from producers and creators of different aptitudes and levels of experience, including seasoned feature producer Ron Dyens, to Martin Delporte and Mpoza Godfrey Baami-Bandema, fresh from Cartoon Springboard, with their project, "Surkotés".



@ Cartoon 2023

### COACHING PROGRAM & ATELIER MINI-PITCH

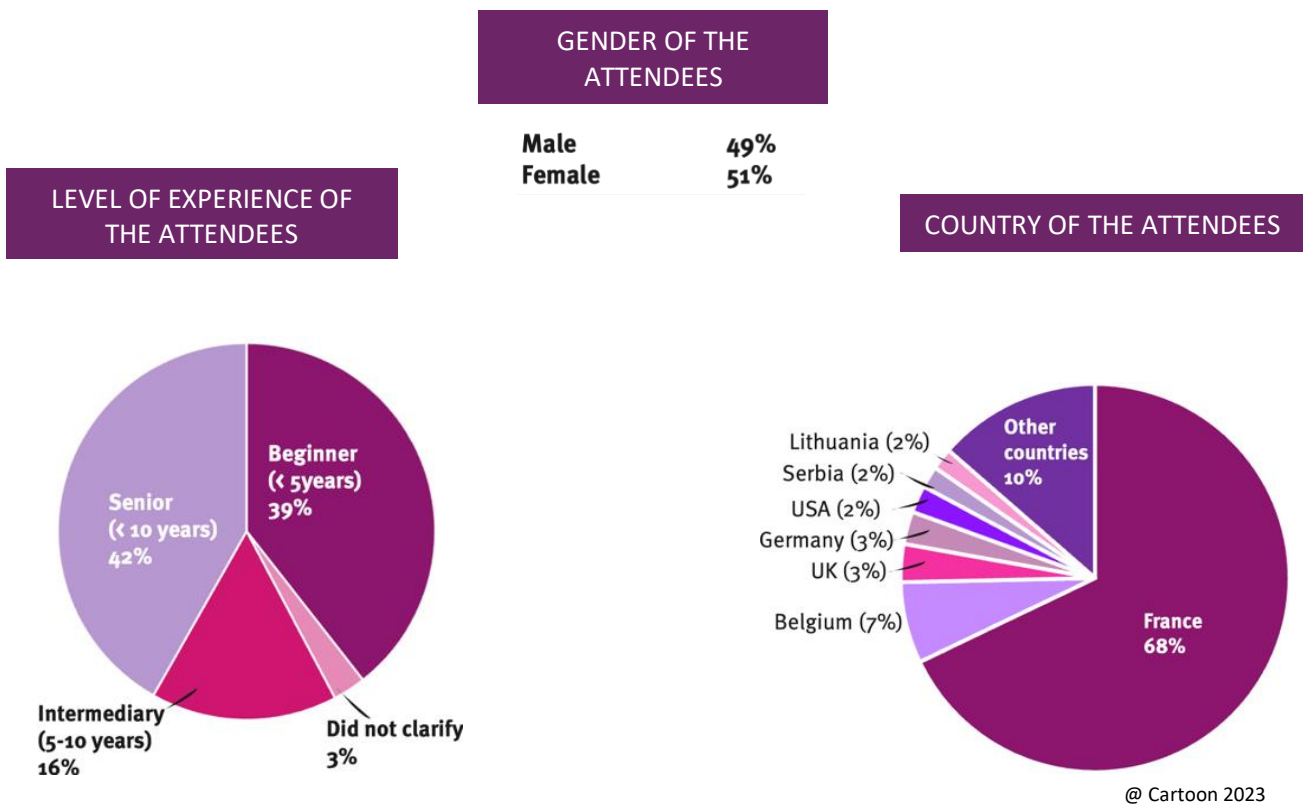
**CartoonNext** also offered a Coaching Programme, from 9 to 11 April, for over 45 pre-selected students coming from Brassart, École de Condé, ESRA, Lycée Marie Curie, MoPA & YNOV based in the Region Sud, Provence-Alpes-Côte d'Azur and city of Marseille, tutored by **Agnès Bizzaro** in parallel with the main event, in order to involve students from regional schools which allow them a first approach to local animation and video game professionals but also to offer them the possibility to learn how to pitch their own project.

From the local schools, 24 projects were submitted and 6 selected to have an opportunity to pitch in front of local experts. 2 prizes and a special mention of the jury were offered to the winning projects: " Dreamwalker " by Léa Bartoli and Bastien Roux-Peyrel from Ecole de Condé got a free participation to [Cartoon Springboard 2023](#), " Nazar " by Dora Özal from MoPA got the Région Sud Prize a writing residency in Arles, offered by - *Do Not Disturb* writing residency. " Demi-pêche et Sueurs d'été " by Laura Culié also MoPA) got the Special Mention of the Jury.

With the coaching programme Cartoon intend to associate students from creative and management schools in a training programme which will serve as a springboard for the new generation: to give them more knowledge, an opening on the European market, a wider address book and above all more confidence in them.

### WHO ATTENDED CARTOONNEXT?

As there is no application procedure to attend CartoonNext seminar part, we accept all ‘participants’ candidates from all over EU : the selection rate is 100%. Nevertheless, applicants must be professionals of the animation industry or wanting to join and work in the animation industry. Our objective in **CartoonNext** as a training event, has been to **reinforce the skills and capacity of European animation professionals** throughout their working lives thanks to top-level content training, promoting the international perspective and cross-sectoral approach that characterize the animation industry.



Here is a [Throwback to CartoonNext 2023!](#)

**THE NEXT EDITION OF CARTOONNEXT WILL TAKE PLACE in MARSEILLE, FROM 09 TO 11 APRIL 2024**