

TOOLBOX FOR PROJECT  
SUBMISSION

# CartoonNext

MARSEILLE  
18>20 April  
2023



[www.cartoon-media.eu](http://www.cartoon-media.eu)



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# CartoonNext, the new Cartoon pitching and conference event for animation professionals, with an exciting and innovative look to the future !

## What is it?

At CartoonNext, a broad range of important, ground-breaking topics will be discussed by key broadcasters, influential media professionals and leading specialists across all platforms:

- > What are **the next trends and formative developments** in the animation ecosystem (creation, production, distribution)?
- > How these consequences push for **more synergies and innovations with other industries** (video games, publishing, licensing)?
- > Why **new technologies and new techniques** 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 and diverse talents** challenge our habits?



Get instant practical advice and guidance  
about content, financing models and distribution  
Connect with today's digital advocates and change makers

## 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 **17-minute pitch** outlining your core concept and how the key transmedia elements will be developed to work across your chosen platforms.
- > Receive **17-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.
- > And **6 "in"/"out"** (so that the next pitch can be prepared on the stage)



## Project submission

The online form to submit a project will be available in January.  
Project submissions will close on **1<sup>st</sup> February 2023**.

To submit your project on our website, go to:  
[www.cartoon-media.eu](http://www.cartoon-media.eu) > **My Cartoon** > **My Projects** > **CartoonNext**

## Which kind of project can be presented at CartoonNext?

- > **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 to be 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 + Norway, Iceland, Albania, Bosnia and Herzegovina, Liechtenstein, North Macedonia, Montenegro, Republic of Serbia, Armenia, Georgia & Ukraine.
- > **Attention:** since the Brexit, the UK is not part of the eligible countries.



The event is also **open to producers without a project**, potential transmedia partners and financiers looking for new transmedia opportunities, partnerships and investments. They will have the opportunity to **learn from first-class keynote presentations and pitches** with experts sharing their knowledge of creating, developing and distributing Transmedia IP.

## Cost

- > 400 EUR for producers pitching a project.  
Meals (3 lunches and 2 dinners) are included.
- > 300 EUR for participants without a project.  
Meals (3 lunches and 2 dinners) are included.

## Schedule and Deadlines

28 NOVEMBER	Opening date for project submission
1 FEBRUARY	Closing date for project submission
10 FEBRUARY	Producers will be informed whether their project has been selected
27 FEBRUARY	Participants' registration deadline (with project)
28 FEBRUARY	Participants pitching a project will be contacted by their chairperson
31 MARCH	Participants' registration deadline (without project)
18-20 APRIL	CartoonNext in World Trade Center Marseille Provence (France)

## Contact us



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