

TOOLBOX FOR PROJECT
SUBMISSION

CartoonNext

MARSEILLE
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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 **1st February 2023**.

To submit your project on our website, go to:
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 |
| 27 MARCH | Participants' registration deadline (without project) |
| 18-20 APRIL | CartoonNext in World Trade Center Marseille Provence (France) |

Contact us



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