

CartoonNext

Imagining the Future of Animation and Digital Content

MARSEILLE
9 > 11 April
2024

PRESS KIT

www.cartoon-media.eu



Ooops! The Adventure Continues © Ulysses Filmproduktion / Moetion Films / Fabrique d'images

PRESS AREA



COMMUNICATION MATERIAL

Click to access the following material and documents:

- » An overview of the program
- » The list of selected projects
- » All the speakers & experts coming to the event
- » High-resolution stills of the projects and press releases available for downloading in the Press Area

CONTACT

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1. CARTOONNEXT 2024

AN ENRICHING EXPERIENCE WHERE INNOVATION MEETS CREATIVITY!

CartoonNext is a European **networking event** for animation professionals. It's a platform for professionals to **discover what's Next in animation** with a focus on well-curated **keynotes** and **case studies** by experienced key players. Producers **coming from all over Europe** have also the opportunity to present innovative projects **with a multi-platform strategy**.



A NETWORKING OPPORTUNITY ON A EUROPEAN SCALE!

Created in 2022 in order to **meet the demands of the changing industry**, CartoonNext has the ambition to gather **more than 200 participants** each year from **over 20 countries** across the continent.

Our goal is to **empower European innovations** by **facilitating collaboration among producers, buyers, and creative teams from diverse EU countries**. During the event, the participants have many networking opportunities, **combining business and a friendly atmosphere**



PRACTICAL INFORMATION

- » 9th - 11th april 2024
- » World Trade Center (Marseille, France)
- » Contact: masters@cartoon-media.eu

OUR PARTNERS

The main partners of CartoonNext 2024 are **Creative Europe - MEDIA Programme of the European Union, Région Sud - Provence-Alpes-Côte d'Azur, Métropole Aix-Marseille-Provence, SudAnim and Ville de Marseille.**

2. HOW DOES IT WORK?

KEYNOTES, CASE STUDIES AND PANELS

14 keynotes will be spread over the 3 days of the event, dealing with different topics, such as:

- » **How will new technologies impact the industry?**
- » **What's NEXT in the animation industry/market?**
- » **Case studies and success stories**
- » **Animation beyond Europe**

You can find all the informations about the programm by [clicking here](#).



SPEAKERS AND EXPERTS

CartoonNext 2024 gathers more than 30 experts and speakers from 10 countries around the world covering many expertise: **distribution, production, licensing, publishing, gaming, creation, new technologies, data-analysis, research...**

Please find the full list of confirmed experts and speaker by [clicking here](#).



PITCHING SESSIONS

The **pitching sessions** will take place during two days of the event at the World Trade Center of Marseille.

- » **Duration:** each producer will be allocated a **40' session divided in two parts:** the first 20' will allow them to **present all the aspects of their project**, and multi-platform strategy, followed by a 20' of **discussion with the experts** who will give live feedbacks on the project and **helpful advices to move the project forward.**

2. HOW DOES IT WORK?

CHAIRPERSONS & MODERATORS

An **experienced** and **neutral chairperson** will **help producers prepare their presentations beforehand**. The chairperson will also be present during the pitching session, to **introduce the producers** and help them during the questions and answers. Each keynote, case study and panel is **supervised by a moderator**, who makes sure that everything runs smoothly. The **list of chairpersons and moderators** as well as a short bio are available on our website: [here](#).



EXTRA TIME CORNER

A **special space** is available at the exit of the pitch room during breaks and lunches to allow producers to **meet people interested in the project and start discussions**.



ONE-TO-ONE MEETINGS

One-to-one meetings are like **professional speed-datings**: open to all, these will allow participants to **have privileged conversation with their peers**. Based on the participant's choices, CARTOON will send a list of meetings organised with the different companies that interest them. Each meeting will last for **maximum 20 min**.

One-to-One meetings will take place on **Tuesday 9, from 9:00 to 11:20**.

These meetings are upon registrations.



3. SELECTED PROJECTS

The selected works **capture European animation current creative innovation**. The line-up includes projects targeting all audiences (from children to adults) at different stages: 3 are in concept, 4 in development, and 1 in production.

Cloudy & Stormy

- » **Producer:** Laniakea Pictures (Poland)
- » **Format:** Shortform content
- » **Platforms:** Mobile game • TV serie • Comics
- » **Target Audience:** Teenagers 12 - 15

Cloudy & Stormy - two dog influencers are capturing the world from a pawstive perspective, all while their owners are out of the picture. **Get ready for a tail-wagging good time as these furry vloggers unleash a delightful view of life!**



Deco's Records

- » **Producer:** Wiggleywoo (Ireland)
- » **Format:** Shortform content
- » **Platforms:** Music • TV serie • Digital Content
- » **Target Audience:** Young Adults • Adults

Deco's records is the **world's first animated record label**. All the artists on the label will be animated and have **their own unique sound and unique stories to tell**. From two awkward strangers who sing each other their thoughts, to a cowboy from the wild west who walks alone singing songs of his past. All the artists are a part of Deco's record collection.

Green as Hell

- » **Producer:** 6x2 (Italy)
- » **Format:** Shortform content
- » **Platforms:** Film • AR/VR Experience • Book
- » **Target Audience:** Young Adults • Adults

At the end of the **19th century**, in the Amazon rainforest, a long line of indigenous porters advances led by two white explorers, a man and a woman. One night, after the woman punishes one of the porters, **they abandon the two explorers**: when they wake up, they find themselves alone in the forest.



The Broos

- » **Producer:** Bobby Prod (France)
- » **Format:** TV Series
- » **Platforms:** Digital Content
- » **Target Audience:** Young adults • Adults

Through **small slices of ordinary life**, whether it's on their couch, in the subway, in the car, or at a party, "The Broos" shows the **evolving friendship between two young guys in the intimacy of everyday life**.

Joy Eternal

- » **Producer:** Fiilin Good Films (Finland)
- » **Format:** TV Series
- » **Platforms:** Publishing • Video Games • Comics
- » **Target Audience:** Teenagers 12 - 15

When 16 years old Joy suddenly dies, she gets a unique invitation to spend her afterlife in **an eternity of blissful happiness**. She turns down the offer, determined to fight the **evil mega-corporation** that controls **the City of Lost Souls and free her parents**, whose dramatic death she blames herself for.



Joy Eternal © Fiilin Good Films Oy

No Pets! - Tinies Rule the World

- » **Producer:** Nuvole & Strisce (Italy)
- » **Format:** TV Series
- » **Platforms:** Digital Content • Games (video & live)
- » **Target Audience:** Children 5-7

The small fauna is the absolute protagonist, as well as the **interaction** between humans and the most diverse creatures, which is why the concept lends itself well to **multiplatform development**, with interactivity marking the project at all levels and **encouraging children's curiosity** for nature through the interplay between analogue and digital.



No Pets! Tinies Rule the World © Nuvole & Strisce

Sidi Kaba - Guardians of the 1000 Kingdoms

- » **Producer:** Special Touch Studios (France)
- » **Format:** Video Games
- » **Platforms:** Video Games • Film
- » **Target Audience:** Children 6-9

Accompanying the release of the animated film **“Sidi Kaba and the Gateway Home”**, as Sidi pursues his brother's captors, **the twins** stay behind, learning **courage** throughout the game, vowing to protect their village and human life.



Sidi Kaba Guardians of the 1000 Kingdom © Special Touch Studios

Fonce

- » **Producer:** CINÉ-LITTÉ Productions (Germany)
- » **Format:** VR Film
- » **Platforms:** Film
- » **Target Audience:** Teenagers 12 - 15

In a tale of **star-crossed souls**, a soldier's ghost emerges from his memorial statue, while a **river fairy**, trapped in ice, paints the night sky with stars nearby. Their story unfolds in flashback, with the soldier conscripted for war and the fairy yearning to fly with frozen wings. As they long to reunite, **separated by war and fate**, their innocence and courage are tested amidst the throes of conflict and longing.



Fonce © CINÉ-LITTÉ Productions

4. STATISTICS

ACCEPTED PROJECTS

8 projects coming from 6 European countries will be pitched this year at CartoonNext.

BY CATEGORIES

Projects in concept	3
Projects in development	4
Project in production	1
Total	8

BY BUDGET

Less than 500K EUR	2
500K - 1 MIO EUR	3
1 - 1,5 MIO EUR	2
3 - 3,5 MIO EUR	1

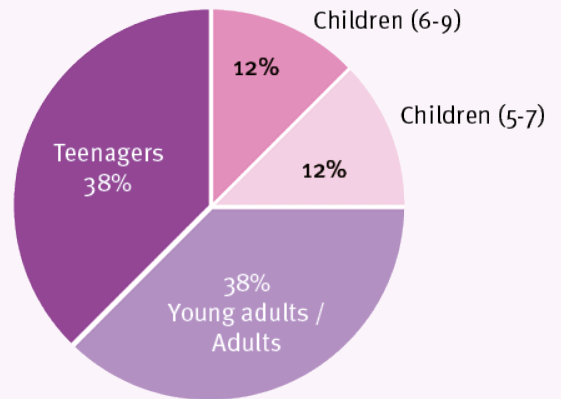
BY NATIONALITIES

Finland	1
France	2
Germany	1
Ireland	1
Italy	2
Poland	1

BY ORIGINAL FORMAT

Game	1
Shortform content	3
TV Series	3
VR Film	1

BY TARGET AUDIENCE

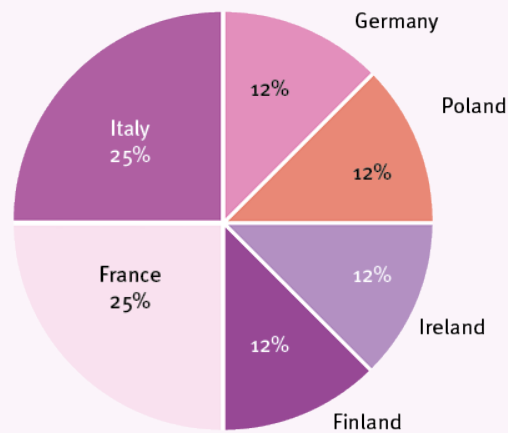


AVERAGE

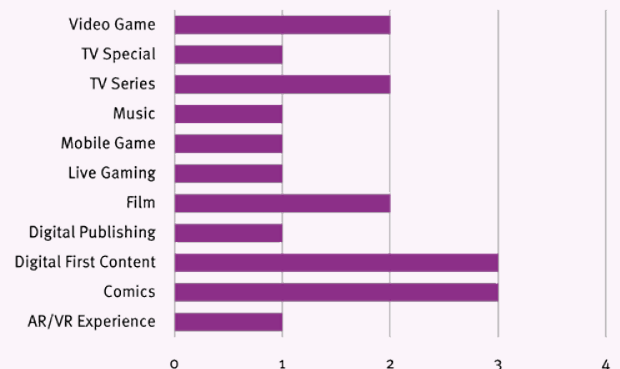
1 083 750 EUR

MEDIAN

725 000 EUR



TRANSMEDIA PLATFORMS



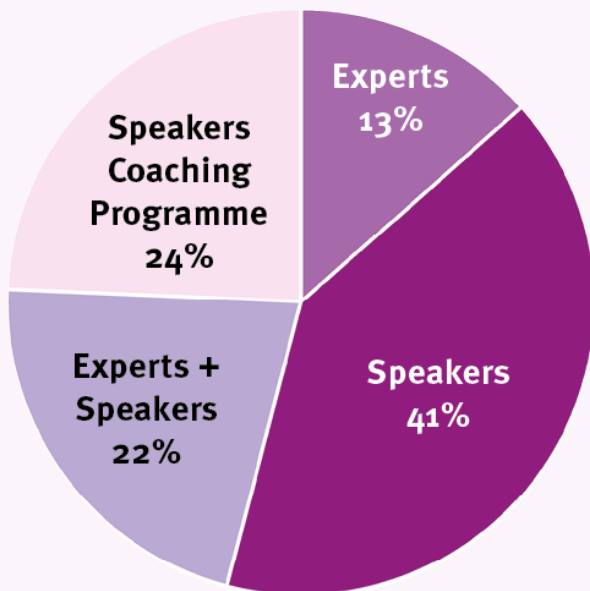
4. STATISTICS

SPEAKERS AND EXPERTS

SPEAKERS & EXPERTS

37 Speakers and Experts
from 10 different countries
67,6% were newcomers

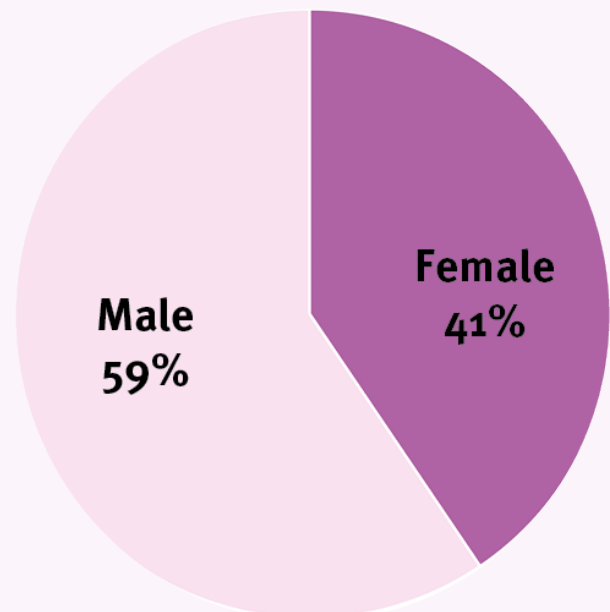
CATEGORIES OF THE SPEAKERS & EXPERTS



COUNTRIES OF THE SPEAKERS AND EXPERTS

Croatia	1
France	16
Germany	3
Hungary	1
Ireland	2
Italy	1
Spain	3
Switzerland	1
United Kingdom	7
USA	2

GENDER OF THE SPEAKERS & EXPERTS



5. COACHING PROGRAMME

OBJECTIVES AND CONTENT

The “Coaching Programme” is a **training initiative** designed to provide young talents from specialized, local, and reputable schools with a comprehensive **understanding of the animation industry** and the **challenges encountered** when launching a project. This program covers various aspects including the different stages of **production, market trends, the successes of creators, the challenges faced by directors, screenwriters, or producers and their resolutions, the roles of each individual involved, budgeting and financial arrangements,** as well as **partnerships with other countries,** among others.



Over 50 students and teachers coming from the following schools will participate in this year's Coaching Programme: Brassart Aix-en-Provence, École De Condé Marseille, École Kourtrajmé Marseille, École MoPA, ESRA Côte d'Azur, Lycée Marie Curie, MJM Graphic Design and Ynov Campus Aix (8 schools in total)

PROGRAMME

The programme equips young animation talents with **essential tools for growth**. Through three conferences, attendees learn to deliver **compelling pitches**, learn about **how to develop a series for young adults/adults** and **navigate regional funding opportunities**.

PORTFOLIO REVIEW

Working hands in hands with local professionals and local public institutions, CARTOON launches a **new initiative for this year's edition**.

During an hour on Tuesday morning, groups of 4 to 5 students are **paired with professionals from the region**. The aim is for the **mentors to share their feedbacks on their portfolio** and offer **helpful advices**.

Our goal is to perpetuate this workshop for future editions.



MINI-PITCH WORKSHOP

The mini-pitch workshop is a **unique opportunity for students to pitch their project** to an audience of **regional experts** and other students. 6 projects are selected (short film, TV series, feature film, etc.) and presented during a **10 minutes-pitch on Thursday, April 11th in the afternoon**. Students can thus draw inspiration from the pitches seen the previous days as part of the CartoonNext 2024 and **get feedback from the comitee selection on their projects**.



6. ANIMATION IN THE REGION

ANIMATION IN REGION SUD

The animation industry in the **Provence-Alpes-Côte d'Azur region** has experienced **significant growth** in recent years, supported by a **dedicated fund established in 2010**. This fund **allocates resources** for feature films, shorts, specials, and audiovisual series at various stages of production, including writing, development, and production. With a budget of **1.4 million euros**, **the regional animation support fund has backed over a hundred projects since its inception**. These projects are produced in one of the **15 regional studios** or by local companies primarily located in **Avignon, Arles, and Marseille**, contributing to the establishment of a **thriving animation hub in this appealing region**. Additionally, the area is home to several internationally renowned schools.



ANIMATION IN MARSEILLE

The **animation and video game sectors are thriving**, and they still have significant development potential. The City of Marseille is determined to **accelerate their growth** through significant support for initiatives that contribute to their development and influence. Since the priority for the city council is to attract talent and new studios, it will **renovate the Pôle Média as part of the “Marseille en Grand” plan**. This business centre is dedicated to the **cultural and creative industries** and is located in the immediate vicinity of the **Friche de la Belle de Mai**.



6. ANIMATION IN THE REGION



ANIMATION IN THE AIX-MARSEILLE-PROVENCE METROPOLITAN AREA

Aix- Marseille-Provence has a strong and enduring **commitment to the development and consolidation** of a powerful film, audiovisual, and digital industry based on cutting-edge technology. It provides tailor-made **support to project promoters to meet their financing needs and help them find locations** to set up or develop their businesses.

That's why they are delighted to announce the launch of the **Fonds d'Aide Cinéma, Audiovisuel et Multimédia Métropolitain (FACAMM)** in 2024, which will be managed by the **Mission cinéma et tournages**. The aim of this structure is to **support the production** of high-quality, original and innovative cinematographic and audiovisual works of fiction and animation.

SCREENINGS

To celebrate the **recent successful productions** from the territory, come and watch the screening of two local short films on Tuesday 9 April at 5:40pm (in the Océanie room).

» **Pachyderm**

by **Stéphanie Clément**
(TNZPV and Folimage)

Nominated for the 2024 Oscars

» **Boom**

by **Romain Augier, Charles Di Cicco, Gabriel Augerai, Yannick Jacquin & Laurie Pereira De Figueiredo** (École des Nouvelles Images (ENSI))

Pre-selected for the 2024 Oscars



7. MEET THEM AT CARTOONNEXT 2024!

SPEAKERS & EXPERTS

- » Dr. Mhairi Aitken (The Alan Turing Institute)
- » Max Arguile (Reemsborko)
- » Japhet Asher (Polarity Reversal)
- » Nicolas Athané (Bobbypills)
- » Shiraz Bazin-Moussi (WeJustKids)
- » Thomas Bedenk
- » Alex Cameron (Parrots Analytics)
- » Alexandre Cornu (Les Films du Tambour de Soie)
- » Manuel Cristóbal (Sygnatia)
- » Gabrielle d'Andrimont (Bobbypills)
- » Arthur Delabays (Bobbypills)
- » Stephen Fagan (Studio Meala)
- » Pablo Jordi (Pikkukala Barcelona)
- » Coline Lacire (Do Not Disturb)
- » Annalisa Liberi (RAI Kids)
- » Mirko Goran Marijanac (DeAPlaneta Entertainment - Kids & Family)
- » Damien Megherbi (Les Valseurs)
- » Ben Minall (Epic Games)
- » Charlotte Monsarrat
- » Sarah Nehme (ONO)
- » Sébastien Onomo (Special Touch Studios)
- » Shane Perez (Studio Meala)
- » Zia Sands (Warner Bros. Discovery - EMEA)
- » Ariane Suveg (Celestine Blue)
- » Anna Taganov (BBC)
- » Réka Temple (Cinemon Entertainment)
- » Kelly Vero (NAK3D)
- » Krešimir Zubčić (Croatian Television (HRT))

[Click here to access the complete list of confirmed experts and speakers!](#)



PRODUCERS & TEAM CREATIVE

- » Laniakea Pictures (Poland)
- » 6x2 (Italy)
- » Dunlin Productions (France)
- » Animatò (Italy)
- » CINÉ-LITTÉ Productions (Germany)
- » Pocket Studio (Georgia)
- » GLAD Productions (France)
- » Wiggleywoo (Ireland)
- » TNZPV (France)
- » IBRIDO Studio (Italy)
- » DemLab (Georgia)
- » ToonFactory (France)
- » Nurbs Productions (Greece)
- » Karandash Animation Studio (Ukraine)
- » Fiilin Good Films (Finland)
- » Sultana Films (Spain)
- » TITRAFILM (France)
- » Peyo Productions (Belgium)
- » Julianne Films (France)
- » Nuvole e Strisce (Italy)

[Click here to access the complete list of participants!](#)



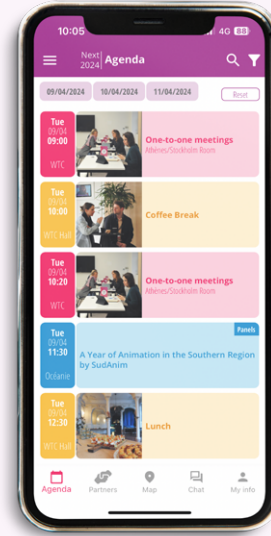
8. SUSTAINABLE AND RESPONSIBLE APPROACH

DISCOVER OUR NEW MOBILE APP

Discover our **new mobile application**, Cartoon Events, designed with **user-friendliness** in mind. It serves as a handy tool **to access all essential information** and **enhance your experience at CartoonNext**.

The mobile app will allow you to:

- » Check the **event's agenda**
- » Learn more about the **selected projects** and the **keynotes, case studies** and **panels**
- » Give an/or receive **feedbacks**
- » **Chat** with other participants
- » Use the map to find useful locations
- » Download your **travel voucher** etc...



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SUSTAINABILITY COMMITMENT

CARTOON wants to play its part in supporting the animation sector and **its stakeholders on issues of ecology and sustainability**. To this end, our commitments are reflected in the digital tools we have developed, as well as in the **measures we take during our events**.

Following discussions with our various partners and in order to carry out actions that make sense, **we have decided to begin a certification process for the organisation of more sustainable events**.

Find out more about our sustainable commitment [here](#).

SUSTAINABILITY ON SITE

A list of sustainable measures we've planned during the event:

- » Encourage walking and the use of public transports by picking locations close from one another
- » Selective waste sorting
- » Available water fountains
- » 100% vegetarian meal on Thursday 11th

Among others!



© Cartoon



CODE OF CONDUCT

At CARTOON, we aim to create **safe** and **inclusive** events, where exchanges and discussions are based on **mutual acknowledgment** and where everyone is treated with **respect and as equals**. To find out more, [click here!](#)

OUR PARTNERS

The 3rd CartoonNext is organised by CARTOON - European Association of Animation Film with the support of **Creative Europe - MEDIA Programme of the European Union, Région Sud - Provence-Alpes-Côte d'Azur, Métropole Aix-Marseille-Provence, SudAnim** and **Ville de Marseille**.

OUR EVENTS

CartoonNext was devised and created by CARTOON, an international non-profit association based in Brussels, aiming to support and promote the European animation industry. For over 30 years CARTOON has received financial support from Creative Europe - MEDIA Programme of the European Union to run its activities, which are concentrated in three areas:

- **CARTOON FORUM:** a co-production forum for animated series, mainly for television.

Next edition: 16 -19 September 2024 in Toulouse, France

- **CARTOON MOVIE:** a co-production forum for feature-length animation films, mainly for the cinema.

Next edition: 4-6 March 2025 in Bordeaux, France.

- **CARTOON MASTERS:** three training seminars per year for professionals in the industry, dealing with specialised subjects affecting the development of skills and trade involved in animation.

Next editions:

› Cartoon Springboard (Madrid, Spain), 29-31 October 2024

› Cartoon Business (Brussels, Belgium), 19-21 November 2024