

TOOLBOX FOR PROJECT
SUBMISSION

CartoonNext

MARSEILLE
9>11 April
2024

Oops! The Adventure Continues © Ulysse Filmproduction / Motion Films / Fabrique d'images

www.cartoon-media.eu



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VILLE DE
MARSEILLE

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

What is it?

The main focus will be on well-curated keynotes: informative case studies, and inspiring panels from experienced professionals bringing their vision on the future of your business, your craft and your day-to-day work.

On the other hand, producers coming from all over Europe will pitch selected, innovative projects, displaying their multiplatform strategy, and getting a direct and thoughtful feedback from international animation experts with various backgrounds and specialisations.

> Keynotes and Case studies

Animation is crossing bridges. Animation is more alive than ever, and doing well. Mixing with other genres and domains like anime and gaming, using silo-marketing to transform IP, developing a presence on animated cross-platforms, and growing thanks to the adult audience.

During three days, avant-garde themes will be discussed in keynotes and case studies by key broadcasters, influential media player and leading specialists across all platform

- > *What challenges producers are facing post the streamer downturn*
- > *Why new technologies and new techniques shape the way you work (from creation to distribution)*
- > *How sustainability and diversity can drive the development*



Pitch and Improve your multiplatform 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.*
- > *The selected projects are getting during a 40-minute session practical advice and guidance by today's digital advocates and game changers.*

AT THE EVENT

- > *Deliver a 17-minute pitch outlining your core concept and how the key cross-over elements will be developed to work across your chosen platforms.*
- > *Receive 17-minutes moderated feedback (experts from TV, licensing, investor-financing, distribution, gaming, e-publishing, etc.) on your project, its multi-platform potential and strategy as well as helpful advice so as to move the project forward.*
- > *And 6 min "in"/"out" (so that the next pitch can be prepared on the stage).*

“ Get instant practical advice and guidance about content and distribution. Connect with today's digital advocates and change makers.”

Which kind of project can be pitched at CartoonNext?

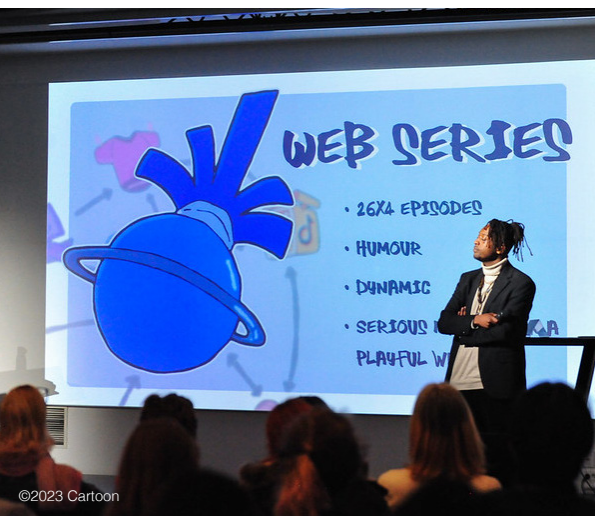
- › An existing, “in concept” or “in development” project which is being developed across multiple platforms.
- › Originating from an animated TV series, a film, or short form content. Or a book, a game, a AR/VR experience, or even a toy where animation is to be used to extend the property into a crossover proposition.
- › At a stage where at least 2 ideas on distinct platforms can be fully pitched.



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Who can present a project and participate?

- › European producers who want to develop their animation project or property into a multiplatform brand to be distributed on several platforms.
- › European professionals who want to develop their transmedia project into animation.
- › The project holder must come from one Creative Europe - MEDIA country: the 27 EU countries + Albania, Armenia, Bosnia and Herzegovina, Georgia, Iceland, Liechtenstein, Montenegro, North Macedonia, Norway, Republic of Serbia & Ukraine.
- › Attention: since the Brexit, the UK is not part of the eligible countries.
- › Fluency in English is required for the pitch and to communicate as there will be no translation on site.



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Project submission

The online form to submit a project will be available in November.

Project submissions will close on Wednesday 31st January 2024.

To submit your project on our website, go to: www.cartoon-media.eu

- > My Cartoon
- > My Projects
- > CartoonNext



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

20 NOVEMBER	<i>Opening date for project submission</i>
31 JANUARY	<i>Closing date for project submission</i>
WEEK OF 12 FEBRUARY	<i>Producers will be informed whether their project has been selected</i>
19 FEBRUARY	<i>Participants' registration deadline (with project)</i>
20 FEBRUARY	<i>Participants pitching a project will be contacted by their chairperson</i>
18 MARCH	<i>Participants' registration deadline (without project)</i>
9-11 APRIL	<i>CartoonNext in World Trade Center Marseille Provence (France)</i>

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