CartoonNext

Imagineering the Future of Animation and Digital Content

MARSEILLE
23>25 April
2025



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

PRESS KIT

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Creative Europe MEDIA

RÉGION SUD PROVENCE ALPES CÔTE D'AZUR

LA METROPOLE AIX-MARSEILLE-PROVENCE

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PRESS AREA



COMMUNICATION MATERIAL

Click below to access the following material & documents:

- An overview of the programme.
- The list of selected projects to be pitched during the event.
- 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

PRESS ATTACHÉ

- Marseille / **Ariane Gantou - de Maistre**
  pressearianne@gmail.com
- International / **Gerardo Michelin**
  gerardo@latindie.com

CARTOON - European Association of Animation Film
Buro & Design Center - Esplanade 1 - Box 99 1020
Brussels - Belgium

masters@cartoon-media.eu
Tel : +32 2 245 12 00
www.cartoon-media.eu









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1. CARTOONNEXT 2025

AN ENRICHING EXPERIENCE WHERE INNOVATION MEETS CREATIVITY!

CartoonNext is a European **networking and training 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** also have the opportunity to present innovative selected projects **with a multi-platform strategy.**



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A TRAINING 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 and offer a unique professional training.**

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 training and networking opportunities, **combining a business and friendly atmosphere.**


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PRACTICAL INFORMATION

- **23rd - 25th april 2025**
- **World Trade Center (Marseille, France)**
- **Contact: masters@cartoon-media.eu**

OUR PARTNERS

The main partners of CartoonNext 2025 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

About fifteen conferences sessions 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**

You can find more information about the programme on page 4 or by clicking here.



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SPEAKERS AND EXPERTS

CartoonNext 2025 gathers more than 30 experts and speakers from 12 countries around the world covering many fields of expertise: **distribution, production, post-production, licensing, broadcasting, publishing, gaming, creation, new technologies...**
Please find the full list of confirmed experts and speaker by clicking here.


Queerstory © Hauteville Productions



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PITCHING SESSIONS

The **pitching sessions** will take place on 24 & 25 April.

- **Duration**: each producer will be allocated **a 40min 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 20' of **discussion with the experts** who will give live feedback 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 is also present during the pitching session, to **introduce the producers** and smooth out the Q&A session.

Each keynote, case study and panel is **supervised by a moderator**, who makes sure that everything runs smoothly.

The **list of chairpersons and moderators** along with a short bio for each of them is available here.





EXTRA TIME CORNER

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

ONE-TO-ONE MEETINGS

One-to-one meetings can be compared to **professional speed-datings**: open to all, these allow participants to **have privileged conversation with their peers.** Based on each participant's choices, CARTOON will organise meetings with other participants they are interested to exchange with. Each meeting lasts for a **maximum of 20 min.**

One-to-One meetings will take place on **Wednesday 23rd, from 9:15 to 11:35.**
These meetings are available upon registration.



3. PROGRAMME: KEYNOTES, CASE STUDIES AND PANELS

About 15 conferences sessions will be led by professionals from diverse backgrounds. Here are the main themes that have emerged in our programme, along with a few of the sessions that will be presented.

When Creativity meets Technology

» **CartoonNext goes tech! Discover what's next for Unity, the cross-platform games engine.**

*Speakers: Christophe Robert, AI Technical Product Manager at **Unity** (France) & Hanna Mouchez, CEO at **MIAM! Animation** (France)*

» **How VR experiences are coming of age! CartoonNext marvels at unique & innovative immersive experiences, celebrating the wonders of the world, history and science!**

*Speaker: Fabien Barati, CEO at **Excurio** (France)*

Innovating the art of storytelling with pioneering narrative forms

» **CartoonNext proudly presents the Oscar, Cesar, BAFTA and multi-award-winning, Flow! A Triumph in innovative animation techniques & spell-binding storytelling.**

*Speakers: Ron Dyens, Théophile Robert, Producers & Léo Silly-Pélissier, Animation Director at **Sacrebleu Production** (France)*

New Partnerships & New Platforms: Creating original ideas & hybrid genres

» **CartoonNext explores the captivating creative collaboration born between Germany's ZDF and a cult YouTuber, influencer, and Minecraft master.**

*Speaker: Michael Stumpf, Head of Kids and Youth Department at **ZDF** (Germany)*

» **From Music to Animation: How Paul McCartney is Bringing his own Story to the Screen in Collaboration with the French Powerhouse Gaumont.**

*Speakers: Terry Kalagian, President of **Gaumont Global Animation**, Kids and Family (France) & Remi Cervoni, Associate Producer at **Gaumont Feature Film Division** (France)*

Powering IP: Winning Franchise Strategies

» **All you need to know about new trends in licensing & franchise-building! And what new opportunities are on offer?**

*Speakers: Steve Manners, Head of Global Marketing and UK Managing Director at **Licensing International** (United Kingdom) & Matthew Proulx, SVP of Global Experiences, Partnerships and Music at **Hasbro** (United States)*

Local Innovations, Global Impact

» **CartoonNext celebrates what's pushing the boundaries in creativity and innovation in Region Sud!**

Click here to have more details about these sessions and discover the full porgramme!

4. SELECTED PROJECTS

The selected works **capture European animation current creative innovation**. The line-up includes 8 projects targeting all audiences at different stages: 2 in concept, 4 in development, and 2 in production.

Blue Figures

- **Producer:** Disnosc (France)
- **Format:** VR Film
- **Platforms:** Feature Film • Video game • Podcast
- **Target Audience:** Young adults / Adults

In a jazz vinyl shop in Paris, Eliott fights to preserve this historic place with the help of Ines to attract a new clientele. Through playful interactions, we join their mission. Eliott shares his struggles and, with each vinyl, transports us through three short biopics showing how Charles Mingus, Fats Waller, and Sun Ra faced similar challenges.


Blue Figures © Disnosc


Twisted Tales © ITD

Twisted Tales

- **Producer:** Institute for Transmedia Design (Slovenia)
- **Format:** Web Series
- **Platforms:** Music • AR book • AR exhibition • Educational Programme
- **Target Audience:** Children (6-9)

Twisted Tales reimagines fairy tales through the lens of stigma, showing young audiences that no obstacle is insurmountable. Themes include toxic masculinity, acceptance, mental health, bullying, social status, poverty, climate change, war, and racism.

Queerstory

- **Producer:** Hauteville Productions (France)
- **Format:** TV series
- **Platforms:** Comics • Live Show • Podcast
- **Target Audience:** Young Adults / Adults

Queerstory revisits myths and legends in which the heroes and heroines are queer. Rooted in historical research and expert insights, the series brings these forgotten heroes back to life. Each episode explores a tale from the five continents; ranging from Norse mythology to Shinto cosmogonies and the stories of transmasculine monks from the Byzantine Empire.


Queerstory © Hauteville Productions


Ormhildur the Brave © Compass Films

Ormhildur the Brave

- **Producer:** Compass Films (Iceland)
- **Format:** TV Series
- **Platforms:** AR Mobile App
- **Target Audience:** Children (6-9)

In a post-apocalyptic world where mythical creatures emerge from melting glaciers, young Ormhildur sets out on an adventurous quest to cast a restoration spell. Facing treacherous waters and a ruthless leader, she must restore balance between both worlds.

Charlie against the Metamorphs

- **Producer:** Hoffs Production (Norway)
- **Format:** TV Series
- **Platforms:** Digital First Content • Comics • Mobile Game
- **Target Audience:** Children (6-9)

Charlie has dreamed of becoming a morph hunter since a mysterious woman saved her from one. When she moves to Capital City, she meets her again, but Gin refuses to train her, calling her too young. Determined, Charlie and her best friend Mint set out to prove her wrong and master the hunter's way.


Charlie against the Metamorphs © Hoffs Production


Khalo, the Zmeyborn © Chase a Cloud

Khalo, the Zmeyborn

- **Producer:** Chase a Cloud (Bulgaria)
- **Format:** Feature Film
- **Platforms:** Video Game
- **Target Audience:** Tweens (8-12)

Khalo's teenage life seems ordinary, but he's hiding the growing elemental Zmey powers within him. When Yoanna and her sister arrive at school, everything changes. Lovestruck and eager, Khalo is pulled into a world of mythical creatures, ancient magic, and dark secrets. As he races to solve the mystery and save his loved ones, he must confront the ultimate sacrifice—can a Zmey hold onto its humanity?

Biggie and the Magic Bag

- **Producer:** Siesta Entertainment (Spain)
- **Format:** TV Series
- **Platforms:** Mobile Game • Digital First Content • Licensing
- **Target Audience:** Pre-school (2-4)

Biggie helps pre-schoolers navigate a noisy, busy world with creativity and calm. Through fun and mindfulness, Biggie and the Magic Bag encourages imagination, joy in everyday moments, and the magic of slowing down.


Biggie and the Magic Bag © Siesta Entertainment


Echo Chamber © Fiilin Good Films

Echo Chamber

- **Producer:** Fiilin Good Films (Finland)
- **Format:** Feature Film
- **Platforms:** Video Game • Comics • Licensing
- **Target Audience:** Young adults / Adults

In the psychological horror anime Echo Chamber, Haruka is fiercely protective of her best friend, Yui, who suffered a traumatic brain injury. As the attack's anniversary nears, Haruka's paranoia grows, isolating her from the world. Unknowingly, she summons a demon that turns those she distrusts into monsters. With the authorities closing in and reality unraveling, Haruka and Yui flee to the archipelago for refuge—but how can you escape when the real danger lies within?

5. STATISTICS

ACCEPTED PROJECTS

8 projects coming from 7 different countries, will be presented at CartoonNext 2025.

STATES OF ADVANCEMENT

Projects in concept	2
Projects in development	4
Projects in production	2

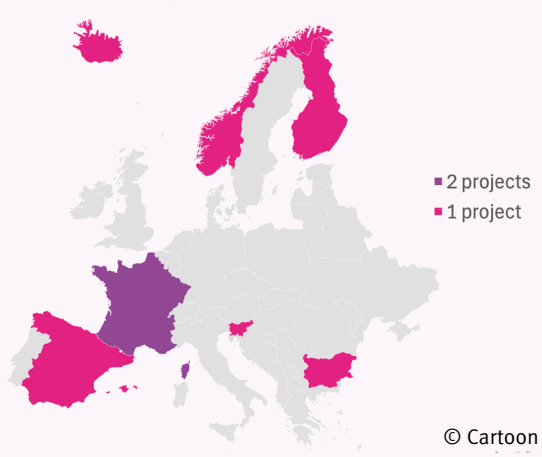
BUDGETS

Between €500k and €1.2M	2
Between €2M and €2.6M	2
Between €3.3M and €5.6M	2
Between €6.2M and €6.9M	2

AVERAGE	€3 540 625
MEDIAN	€2 937 500

MAIN PRODUCER'S NATIONALITIES

The nationality of the majority producer for each project includes: France, Bulgaria, Finland, Iceland, Norway, Slovenia & Spain.

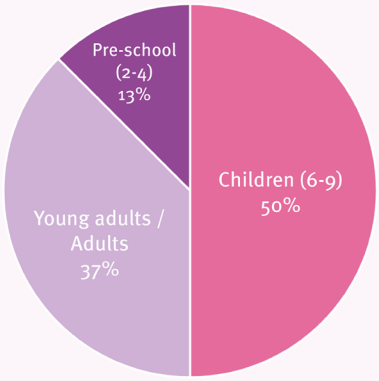


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FIRST FORMATS

TV Series	4
Feature Film	2
VR Film	1
Web Series	1

TARGET AUDIENCES



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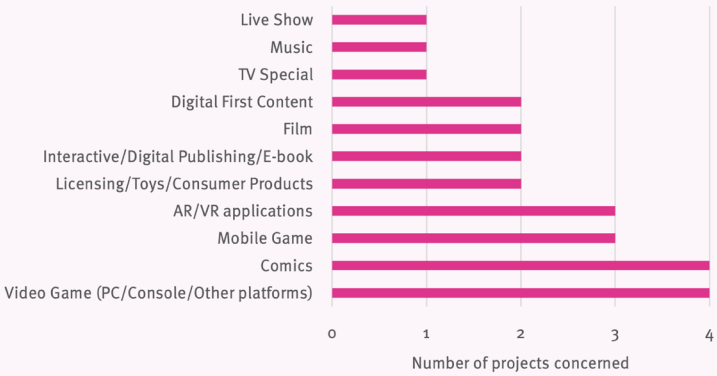
TOPICS

Among the topics explored in the selected projects, we find **gender & sexual diversity**, **reinterpretations of fables and legends**, **emotional awareness**, **horror** as well as **climate change**. These choices reflect the evolving dynamics of animation.

CO-PRODUCING COUNTRIES

The co-producing companies of the projects come from more than **16 different countries**, including Austria, Bosnia, Bulgaria, Canada, Croatia, Czechia, Greece (2 projects), Iceland, Ireland, Montenegro, Norway, Poland (2 projects), Portugal, Serbia, Slovenia, and Spain.

TRANSMEDIA PLATFORMS



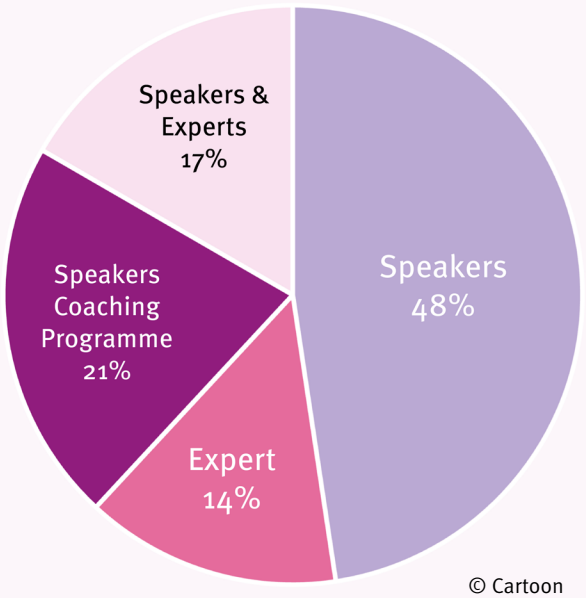
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5. STATISTICS
SPEAKERS AND EXPERTS

SPEAKERS & EXPERTS

42 Speakers and Experts
from 12 different countries
57% are newcomers

CATEGORIES OF SPEAKERS & EXPERTS

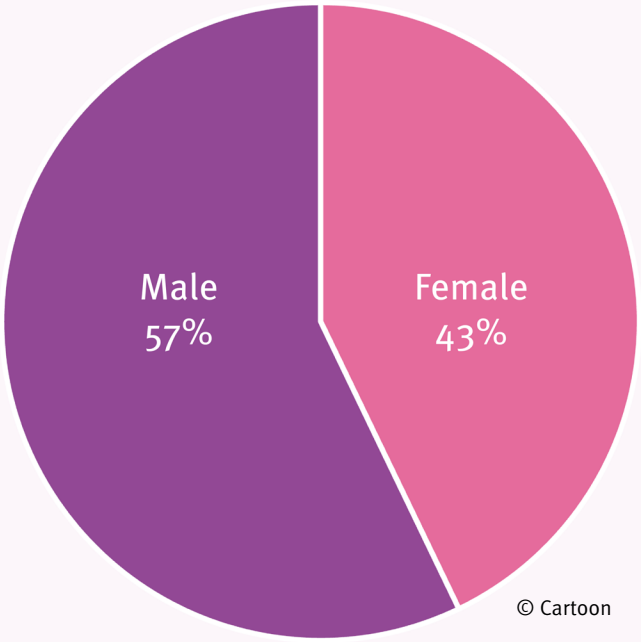


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COUNTRIES OF SPEAKERS & EXPERTS

France	27
UK	4
Germany	2
Czech Republic	1
Denmark	1
Ireland	1
Italy	1
Norway	1
Poland	1
Spain	1
Switzerland	1
US	1

GENDER OF SPEAKERS & EXPERTS



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6. 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 programme 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 participate in this year’s Coaching Programme: **Brassart Aix-en-Provence, École De Condé Marseille, École MoPA, ESRA Côte d’Azur, Lycée Marie Curie, MJM Graphic Design, ECV Aix-en-Provence** and **Ynov Campus Aix.**

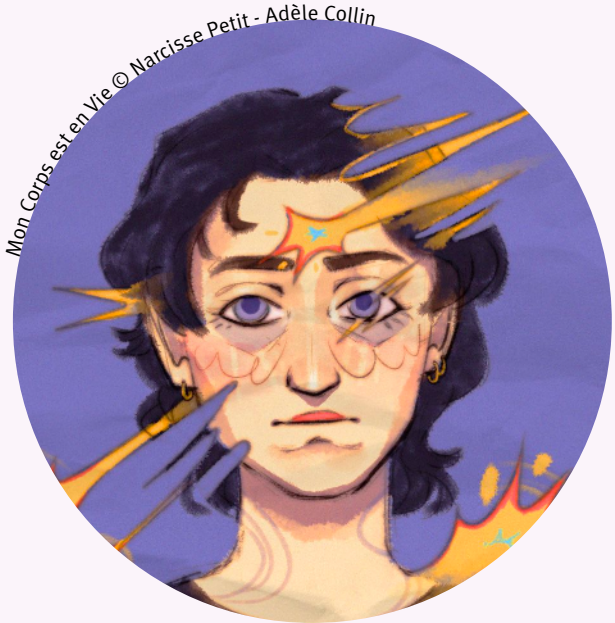
PROGRAMME

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 series and films** and **navigate regional funding opportunities.**

PORTFOLIO REVIEW

Since last year, and in line with the collaborative work established with our partners, a new initiative had been launched and proved very successful: we have therefore decided to repeat and even extend it this year. During 2 sessions of 1 hour each, on Wednesday 23rd (morning), groups of 4 to 5 students will be **paired with professionals from the region**. The aim of this activity is for the **mentors** to **share their feedback on their portfolio** and offer **helpful advices.**





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 **mini-pitch workshop (10 minutes per project) on Friday, April 25th in the afternoon**. Students can thus draw inspiration from the pitches seen the previous days as part of the CartoonNext 2025 and **get feedback from the selection commitee on their projects.**

7. 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**, created to **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 severalrenowned schools.



Flow © Dream Well Studio - Sacrebleu Productions - Take Five

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. One of the priorities of the city council is to attract talent and new studios. In this context, the renovation of the **Pôle Média in la Friche de la Belle de Mai** is planned, as part of the **"Marseille en Grand" project**.



Sormiou © Noé Doulière



© Cartoon

7. ANIMATION IN THE REGION


Moods © Toon Factory

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 to **support project promoters to meet their financial needs and help them find locations** to set up or develop their businesses.

The **Fonds d'Aide Cinéma, Audiovisuel et Multimédia Métropolitain (FACAMM),** launched in 2024 and managed by the **Mission Cinéma et Tournages,** aims to **support the production** of high-quality, original and innovative cinematographic and audiovisual works of fiction and animation.

SCREENINGS

To celebrate the **recent sucessfull productions** from the territory, come and watch the screening of two local short films on Thursday 24 & Friday 25 April.

» **Goodbye My World**
by **Estelle Bonnardel, Quentin Devred & Baptiste Duchamps** (MoPA)
Selected in Off-Courts de Trouville (France), Animafest Zagreb (Croatia), Show Me Shorts (New Zealand), Cinanima (Portugal) & Short Shorts (Japan)

» **Windy Day (2024)**
by **Elise Golfouse, Hugo Taillez & Camille Truding** (Ecole des Nouvelles Images)
Selected in Festival international du court-métrage de Clermont-Ferrand (France), Poitiers Film Festival (France), Premiers Plans (France)


Goodbye My World © MoPA


Windy Day © ENSI / Miyu

8. COMPANIES PRESENT AT CARTOONNEXT 2025

COME MEET OUR PROFESSIONALS!
HERE IS A LIST OF THE COMPANIES REPRESENTED BY THE SPEAKERS, EXPERTS & PRODUCERS PRESENT AT THE EVENT :

- ARTE France (France)
- BBC (United Kingdom)
- Bionaut (Czech Republic)
- Bura Games (Ireland)
- Caïmans Productions (France)
- Chase a Cloud (Bulgaria)
- Compass Films (Iceland)
- DeAPlaneta Entertainment – Kids & Family (Spain)
- DISNOSC (France)
- Fiilin Good Films (Finland)
- FLUX (Montenegro)
- France Télévisions (FTV) (France)
- Hauteville Productions (France)
- Hoffs Production (Norway)
- Institute for Transmedia Design (Slovenia)
- Kalank (France)
- Kickback Media (United Kingdom)
- Licensing International (United States)
- MIAM ! animation (France)
- Mikrofilm (Norway)
- Movimenti Production (Italy)
- NAK3D (Switzerland)
- Ono (France)
- Polarity Reversal (United Kingdom)
- Publikum (Denmark)
- Sacrebleu Productions (France)
- Siesta Entertainment (Spain)
- Special Touch Studios (France)
- TNZPV (France)
- TVP (Poland)

Click here to access the complete list of confirmed experts and speakers!

The full list of participants will be available two weeks before the event.





9. SUSTAINABLE AND RESPONSIBLE APPROACH

DISCOVER OUR NEW MOBILE APP

Discover our **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**.

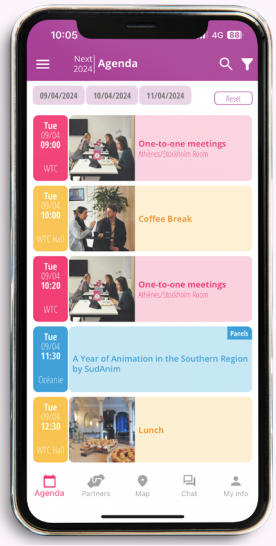
The mobile app will allow you to:

- Check the **event's agenda**
- Learn more about the **selected projects** and the **keynotes**, **case studies** and **panels**
- Give and/or recieve **feedbacks**
- **Chat** with other participants
- Use the map to find usefull locations
- Download your **travel voucher** and other key documents



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 about our values and code of conduct, click here!



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SUSTAINABILITY COMMITMENT

We are proud to announce that **CARTOON has been awarded the ISO 20121 certification** for responsible event management. The ISO 20121 standard sets a framework that supports the achievement of the sustainable development goals established by CARTOON, aiming for continuous improvement and always in full respect of the legal, health, safety, and other requirements applicable to the events. In accordance with the values we stand for, we are working with a partner of choice which has also been awarded ISO 20121 certification: the **World Trade Center Marseille Provence**, which will be hosting the event. Find out more about our sustainable commitment here.

SUSTAINABILITY ON SITE

A list of sustainable measures 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 one of the days.

Among others!



OUR PARTNERS

The 4th CartoonNext edition 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: 15 -18 September 2025 in Toulouse, France

• **CARTOON MOVIE:** a co-production forum for feature-length animation films, mainly for the cinema.
Next edition: 3-5 March 2026 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), 28-30 October 2025
› Cartoon Business (Brussels, Belgium), 12-14 November 2025

Cartoon
European Association of Animation Film

CARTOON - Association Européenne du Film d'Animation
www.cartoon-media.eu
masters@cartoon-media.eu / +32 2 344 76 18
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