

TOOLBOX FOR PROJECT  
SUBMISSION

# CartoonNext

Imagining the Future of Animation and Digital Content

MARSEILLE  
23 > 25 April  
2025

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



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



# 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 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. Mixing with other genres and domains like gaming, using silo-marketing to transform IP, developing a presence on animated cross-platforms, and growing thanks to the adult audience: animation is more alive than ever.

**During 3 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 of your company**



## 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

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

- > 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 during **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).

# Which kind of project can be pitched at CartoonNext?

- > **An existing, “in concept”, “in development” or “in production” 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 cross-over proposition.
- > At a stage where at least **2 ideas on distinct platforms** can be fully pitched.

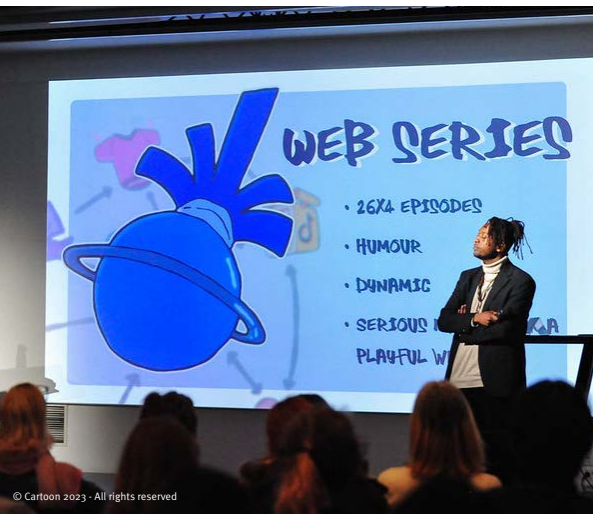


## Who can present a project and participate?

- > **European producers\*** who want to develop their animation project or property into a cross-media, multiplatform brand to be distributed on several platforms.
- > **European creators and IP owners** who want to use animation to develop a cross-media project.
- > 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.

*\*For the projects submitted in development and in production, a production company is needed. However, for projects in concept, you can apply without any production company.*

**PLEASE CHECK ALL THE APPLICATION RULES HERE.**



## Project submission

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

Project submissions will close on **Wednesday 29<sup>th</sup> January 2025.**

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

- > **My Cartoon**
- > **My Projects**
- > **CartoonNext**





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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

NOVEMBER	Opening date for project submission
29 JANUARY	Closing date for project submission
WEEK OF 10 FEBRUARY	Producers will be informed whether their project has been selected
19 FEBRUARY	Participants' registration deadline (with project)
By 21 FEBRUARY	Participants pitching a project will be contacted by their chairperson
21 MARCH	Participants' registration deadline (without project)
23-25 APRIL	CartoonNext in World Trade Center Marseille Provence (France)

## Contact us

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