

TOOLBOX FOR PROJECT
SUBMISSION

CartoonNext

Imagineering the Future of Animation and Digital Content

MARSEILLE
13>15 April
2027

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



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 and talents 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 professionals, influential media player and leading specialists across all platform:

- > **What challenges professionals are facing during this economical crisis?**
- > **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**



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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 **30-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 10-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 3 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” transmedia project** (which is being developed across multiple platforms).
- > **Originating from an animated TV series, a film, or web/digital 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.**



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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 by mid-October. Project submissions will close on **Wednesday 27th January 2027.**

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 and talents 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

- > **500 EUR** for producers/talents pitching a project.
Meals (3 lunches, 6 coffee breaks, 1 cocktail & 1 dinner) are included.
- > **400 EUR** for participants without a project.
Meals (3 lunches, 6 coffee breaks, 1 cocktail & 1 dinner) are included.

Schedule and Deadlines

NOVEMBER	Opening date for project submission
27 JANUARY	Closing date for project submission
WEEK OF 8 FEBRUARY	Producers/Talents will be informed whether their project has been selected
19 FEBRUARY	Participants' registration deadline (with project)
BY 26 FEBRUARY	Participants pitching a project will be contacted by their chairperson
26 MARCH	Participants' registration deadline (without project)
13-15 APRIL	CartoonNext in World Trade Center Marseille Provence (France)

Contact us

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