



EUROPEAN ANIMATION GATHERS AT CARTOON 360 TO ENVISION INNOVATIVE APPROACHES FOR THE FUTURE

CARTOON has rounded off its schedule of events for the year with the celebration of Cartoon 360, the animation pitching event for transmedia projects and IPs. Fifteen animation projects with a transmedia approach were pitched in front of a panel of 36 experts and more than 200 professionals hailing from 33 countries, including delegates from broadcasting, VoD platforms, distribution, studios, and publishing companies; as well as licensing, merchandising and games professionals, among others. Created in 2014 and staged in the French city of Lille (Hauts-de-France) for the last three years, Cartoon 360 was held online on November 17-19, due to the global Covid-19 pandemic exceptional circumstances.

This year's line-up was made up of TV series, feature films, web series, and VR experiences. Projects for pre-school children were the most heavily represented with 40%; while works targeted at family and Young adults/adults amounted to 27% each. France and UK were the most dominant countries, with three projects each, followed by Belgium and Germany (2), while Cyprus, Finland, Italy, Romania and Spain, presented one project each.

Both transmedia strategies and the development of IPs intended for different platforms and media ranging from e-publishing, apps, and mobile games, to more innovative ones such as VR experiences, immersive shows, and escape rooms, were present in this year's line-up.

The projects include adventure, comedies, drama, Sci-fi, Fantasy and film noir, among other genres, and many of them have resorted to interactive storytelling, enabling audiences to play a key role in the development of the stories.

Cartoon 360's first online edition also included keynotes on the digital market and several networking activities that made it possible for the participants to exchange ideas to improve their projects and optimise their international reach.

TRANSMEDIA FOR ALL KIND OF AUDIENCE

The line-up included five TV series that were previously pitched at Cartoon Forum, four of which were targeted at pre-schoolers: "**Badaboo**" (Belgium's Creative Conspiracy); "**Ebb and Flo**" (UK's Canning Factory); "**Hey Fuzzy Yellow**" (Germany's Toon2Tango); and "**The Very Hairy**

Alphabet" (Germany's Eagle Eye). **"Get Making"**, a project for children developed by Cyprus' Zedem Media, had also been presented at Cartoon Forum.

Together with those TV series, another three were selected: the pre-schooler **"Post Monster"** (Spain's Zeptolab); **"Troll Karl and Lillan"** --a family's TV series produced by Finland's Visible Realms)--, and the Italian **"My Flatmate, the Salmon"** aimed at Young adults/adults.

Two of the three feature film projects are aimed at the growing Young adults/adults target: **"King Wray"** (Romania's Studioset) and **"LAMOOVA – Try to Get Inside"** (Belgium's Kauris Studios), while the remaining one is aimed at the family audience (Italy's **"The Lazahars – Voyage Through the Athanor"**).

The web series **"Roger and His Humans – Season 2"** (France's Ellipsanime) and **"Saving Soup"** (US/UK' Gwen Austin Studios), aimed at Young adults/adults y pre-schoolers, respectively, also made it into the line-up.

The selection was rounded off with the game **"Dordogne"** (France's Un Je ne Sais quoi) and the musical and immersive show **"Shangri-La"**, presented by France's Umanimation (also co-producer on Dordogne project).

Studios from Poland, Russia and USA participate as coproducers in some of the projects.

Cartoon 360 was supported by the Creative Europe - MEDIA Programme, the Region Hauts-de-France, the European Metropole of Lille, Pictanovo, and Noranim. Since its first edition in 2014, 157 projects were presented in the event, of which one third are in production or were already released.

LOOKING INTO THE FUTURE

Cartoon 360 included two case studies of successful IPs which managed to conquer international audiences with transmedia strategies: **"Gigantosaurus"** and **"Subway Surfers"**. Pierre Sissmann analysed the keys to success of "Gigantosaurus", by the Paris-based Cyber Group Studios. After its launch as animated series, this IP expanded its brand to educational books, short form digital content, toys, and video games, among others.

Sander Schwartz (Sandman Television and Films), meanwhile, analysed the successful adaptation of the mobile game "Subway Surfers" as an animated series, as its more than 2.7 billion downloads go to prove.

In the round table **"Beyond 2020 - A 360 Look at the Animation Business in 2021"**, held on November 19, the changes the sector is undergoing due to the global pandemic were discussed taking four different angles: broadcasting, distribution, innovation in storytelling, animation & brand, and a focus on the US and Canadian markets.

Committed to the future professionals in the transmedia world, Cartoon 360 also held a new edition of its [Coaching Programme](#), an initiative involving 44 students from six schools in the French region of Hauts-de-France. In addition to learning first-hand about Cartoon 360's way of working, the young participants received training on project pitching, development, and funding, as well as master classes on transmedia and branding issues.

Cartoon 360 also acts as a showcase for Hauts de-France thriving animation industry. Many production companies such as Ankama (Roubaix), Les Films du Nord (Tourcoing), Tchack (Lille), Studio Redfrog (Lille) and Zéro de Conduite Productions (Roubaix) are based there, as well as Pictanovo, an aid fund devoted to animation, new media and storytelling.

[The list of experts](#) and speakers includes Mario Dubois (BBC); Joseph Jacquet (France Télévisions); Shamik Majumdar (The Walt Disney Company - EMEA); Marc Van Den Bosch-Mprah

(Super RTL / RTL Disney); Cristiana Buzzelli (Rainbow); Diego Ibañez Belaustegui (Planeta Junior); Eleanor Coleman (Blue Spirit Productions / Indie Sales); George Rowe (Aardman Animations); and Marie Congé (Planet Nemo By Ankama), among others.

ABOUT CARTOON

CARTOON is an international non-profit association based in Brussels. CARTOON's remit is to support the animation industry by organising several types of events through the year dedicated to animation professionals including pitching events for TV series projects in development (Cartoon Forum); feature films projects in various stages (Cartoon Movie), for animated transmedia projects (Cartoon 360), and for young talents (Cartoon Springboard), as well as international seminars (Cartoon Business and Cartoon Digital).

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