

**PRESS RELEASE**  
November 29, 2021

**Cartoon  
Business**



**8-10 December 2021**  
Gran Canaria (Spain)

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## **CARTOON BUSINESS DELVE INTO THE MAJOR TRENDS OF ANIMATION PRODUCTION IN EUROPE**

CARTOON's annual programme of activities comes to an end with the last event of the year, **CARTOON BUSINESS, a seminar on development strategies and new business models in the animation industry** that seeks to provide keys to understanding the current media landscape and its growing trends. To be held on 8-10 December in Las Palmas de Gran Canaria, the event will feature the participation of professionals and broadcasters that will thoroughly analyse the most relevant changes in the animation industry and their impact on the financing and production of content.

Through **16 conferences**, including "Brand Building in an OTT- Digital World," "Can New Indie Shows Still Go Global in an OTT World?" and "Understanding SVOD - How They Think and What They Want?", the programme will bring light on **the new players in the industry** and their interest in animation content. The talk "How Do Traditional Linear Broadcasters See the Future?" will provide insights into the vision of three European free-to-air channels, while "Attracting Studio Investment - When? Why? Who? How?," "Grow Your Own Animation Talent!" and "The Business of Diversity & Inclusion" will be focused on **fundraising and professional advice**.

Some **30 professionals** from companies from all over Europe are involved in the conferences, including RTVE, Anima Kitchent, Birdland Entertainment, Koyi Talent, Planeta Junior, and Zinkia Entertainment (Spain); TF1, Ellipsanime Productions, Watch Next Media, Hildegarde, TeamTO, Gaumont, and Multstage (France); Hessischer Rundfunk, Atmosphere Media, Akkord Film Produktion, Sola Media, and Sesame Workshop (Germany); Wildbrain Spark, The LEGO Group, Boat Rocker Studios, Blue Zoo Rights, TBI, and Gaumont (United Kingdom); Lunanime (Belgium), Kavaleer Productions (Ireland), Anima Vitae (Finland), Den Siste Skilling (Norway); and Chase a Cloud (Bulgaria).

For the second time, the capital of Gran Canaria will be host to CARTOON BUSINESS. This island offers **attractive tax incentives** for film production – with a tax rebate of up to 50% –, as well as

**financial support** for the setting up of companies. In recent years, **more than 12 animation and VFX studios** – including *Ánima*, *Birdland Entertainment*, *Koyi Talent*, *Perruncho Studio*, *Fortiche Production*, *Big Canaria*, and *Orca Studios* – have set up on this island, which is actively committed to animation.

Gran Canaria's animation sector will be represented in the event by several studios that will present their work and the services they offer. In addition, authorities from the Cabildo de Gran Canaria and the Gran Canaria Film Commission will talk about the incentives they offer to develop new business in the island.

Cartoon Business is supported by the Creative Europe - MEDIA, Cabildo de Gran Canaria, Sociedad de Promoción Económica and Gran Canaria Film Commission.

## 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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