Cartoon Forum - Presentation text

Created in 1990, Cartoon Forum is a unique eventfocusing onpitching sessions of pre-selected TV projects, where animation producers can find cross-border partners and speed up financial arrangements.

It allows co-productions to be finalised, pre-buys agreed, negotiation of distribution agreements, options discussed on every type of right, and licensing of secondary rights.

30 MINUTES TO CONVINCE THE BUYERS

The pitching sessions are the core element of the Cartoon Forum; each project is presented in 30 minutes to all potential partners gathered in the same room.

The screening of trailers in front of all participants during the traditional breakfast «Croissant & Coffee Shows» gives a taste of the project and encourages people to attend the pitching sessions.

**THE HUMAN TOUCH: THE SOUL OF CARTOON FORUM**

Around the sessions, the Cartoon Forum creates golden opportunities to network: at the Welcome Dinner, the giant buffet lunches, or even on the dance floor during the Farewell Evening.

Business without stress!

**A HIGHLY EFFICIENT FORMULA**

Since 1990, 903 projects pitched at the Cartoon Forum, with a total budget of 3,87 billion EUR, have secured their financing and are now in production or broadcasted worldwide.

On average, more than one project out of three presented at Cartoon Forum secures financing and enters into production.

**MEET THE BUYERS**

Almost all European broadcasters and major media investment groups attend the Cartoon Forum each year to get a sneak preview of the latest animation projects for television and pick the future hits.

**WHICH PROJECT CAN BE PITCHED?**

Producers can submit a TV project (series or TV special) in development, totalling at least 26 minutes:

• beyond the concept stage, sufficiently polished and developed

• and not yet with all the finance assembled

**WHO ATTENDS CARTOON FORUM?**

International animation professionals from the TV and new media industries

• Broadcasters, distributors, investors, new media platforms, game companies

• Producers, authors, directors, studios, press…

**EUROPEAN ANIMATION STRONGER THANKS TO CARTOON FORUM**

Created in 1990 with the support of the Creative Europe MEDIA Programme, Cartoon Forum has dynamised European animation by creating a true network of transborder cooperation and by restoring confidence in the relationship between producers and broadcasters.

The results are considerable: European animation has become the leader on its own territory, the number of productions has dramatically increased and export sales are the best of any in the European audiovisual sector.