



# Cartoon Forum

16-19 SEPT. 2024  
TOULOUSE-OCCITANIE



**PRESS KIT**

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[WWW.CARTOON-MEDIA.EU](http://WWW.CARTOON-MEDIA.EU)

EUROPEAN CO-PRODUCTION FORUM FOR ANIMATION TV SERIES



Creative Europe MEDIA



centre national du cinéma et de l'image animée



toulouse métropole

france.tv



# PRESS AREA

## COMMUNICATION MATERIAL

The list of selected projects:

<https://www.cartoon-media.eu/forum/projects/discover-the-projects>

High-resolution stills of the projects and press releases available for downloading in the Press Area:

<https://www.cartoon-media.eu/forum/images-of-the-projects-for-the-press>

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# 1. CARTOON FORUM

## THE EUROPEAN RENDEZ-VOUS FOR ANIMATION SERIES' PROFESSIONNALS

Producers, buyers, investors, broadcasters and other potential partners will meet at Toulouse from September 16 to 19 during the 35<sup>th</sup> Cartoon Forum, the unique co-production platform for European animation series.

The aim? To create opportunities and facilitate partnerships and co-productions.

## THE EVENT WHERE PROJECTS COME TO LIFE

Created in 1990 to boost the co-production and distribution of European animation for television and new media platforms, Cartoon Forum has built since a true network of transborder cooperation, by restoring confidence in the relationship between producers and buyers, and by showing that there is more than a sufficient offer of quality animated projects, within the European Union.

Cartoon Forum has helped 997 animation series obtain financing to the tune of over 3.6 billion euros. And the results are considerable. European animation has become now the leader on its own territory.

## OUR PARTNERS

The main partners of Cartoon Forum 2024 are Creative Europe - MEDIA, CNC (Centre national du cinéma et de l'image animée), Région Occitanie, Mairie de Toulouse, Toulouse Métropole, Casino Barrière and France Télévisions (FTV).





# 2. HOW DOES IT WORK?

## YOU CREATE, WE CONNECT

### NETWORKING & CO-PRO EVENT

Cartoon Forum is neither a fair nor a festival, but rather a European co-production forum for TV and new platform animation programs. European producers have the opportunity to present their projects to decision-makers, buyers and investors in order to:

- speed up financing of their project;
- find co-production partners and cross-border cooperation;
- catch the eye of European and international buyers.

The highly professional yet very friendly atmosphere makes it easier to consolidate commercial links, meet new contacts, and deal with all aspects of partnerships - whether commercial or artistic - at leisure.

The projects are put forward at many times of the day and the moments to network are therefore multiple.

### TRAILERS OF THE PROJECTS

Each morning starts with the traditional “Croissant Show”, an animated welcome breakfast during which all the participants can discover the trailers of the projects that will be presented that morning. The “Coffee Shows” are similar but organised just before the afternoon sessions. The aim is to visually introduce and promote each project on an equal basis in front of all the participants and to encourage a maximum of people, and especially the financial partners, to attend the “pitching” sessions.





## PITCHING SESSIONS

The pitching sessions will take place during the three days of the event at the Centre des Congrès in Toulouse.

> Duration: each producer will be allocated a 20-minutes session to present all the aspects of their project, including concept, graphics, characters, production schedule, stage reached in the financial arrangements, profitability scheme and what they expect from the audience.

> Purpose: to start negotiations between the project's producer, television channels, new platforms and other financial partners in order to conclude the project's financial package as quickly as possible.

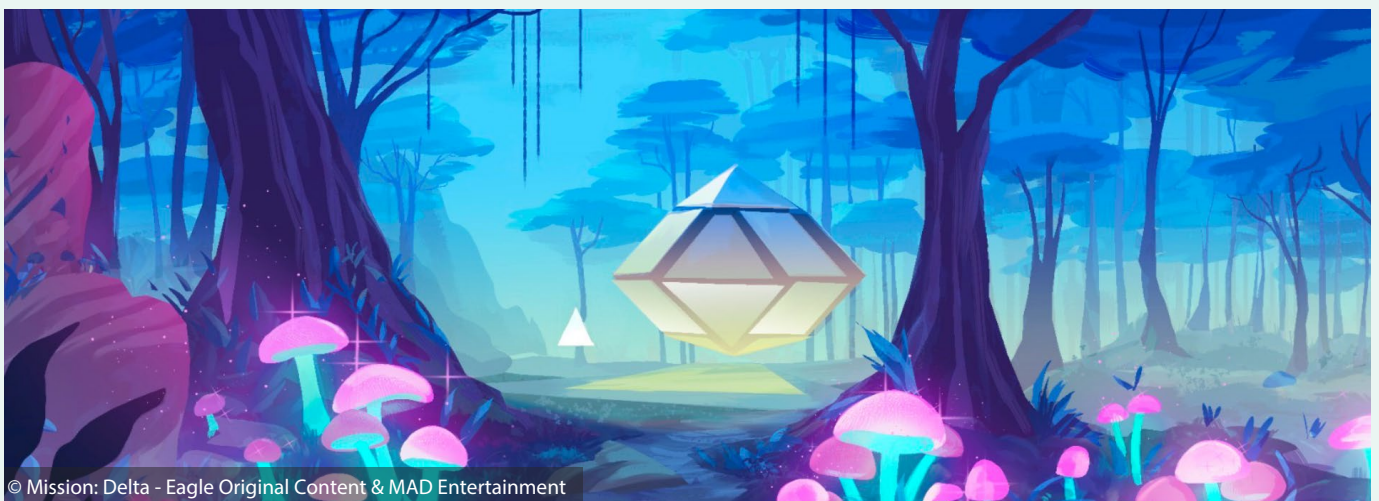
## EXTRA TIME CORNER

A special space is available at the exit of the pitch room to allow producers to meet people interested in the project directly after their presentation and start discussions.



## CHAIRPERSONS

An experienced and neutral animation professional chairperson will help producers prepare their presentations beforehand. The chairperson will also be present during the pitching session, to introduce the producers and act as moderator during the questions & answers. The list of chairpersons as well as a short bio are available on our website: [here](#).





# 3. CARTOON FORUM 2024

In the continuity of the 2023 edition, we continue to develop our two-axes strategy: make our events more sustainable and strengthen our digital tools.



## A SUSTAINABLE & RESPONSIBLE APPROACH

As event organizers, we are committed to finding better solutions to organize our events in a more responsible way, in order to reduce our impact on the planet. All our efforts are deployed in this direction and many actions are already implemented during the organization of the Cartoon Forum (short circuits, mobility of the public, consumption of energies and resources, sorting and management of waste, responsible communication, etc.) with the help of our partners and service providers. With this in mind, we have also started a process of obtaining eco-responsible certification, allowing us to be accompanied on these issues and to carry out actions that make sense. Our entire approach can be found on our [website](#).

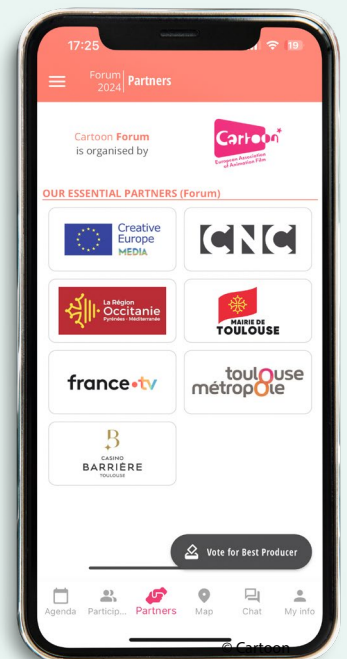


## ESSENTIAL DIGITAL TOOLS

In addition to our sustainable approach, our efforts have also been deployed in the development of our digital tools (website and mobile application) allowing us to centralize information and facilitate the experience of Cartoon Forum participants. This edition will be the first (of all CARTOON events) without an e-catalogue, replaced by the extension of our mobile application and website.

**Focus on the mobile application** with which participants can access to:

- **Regarding the selected projects:**
  - All information concerning the selected projects (web announcement, contacts, etc.).
  - A digital agenda to choose the pitches to which to assist.
  - A feedback form for buyers to complete in order to facilitate contact and useful feedback to producers (new: possibility for the pitching producers to share the received feedback forms).
- **Regarding the participants**
  - A "Chat" section allowing participants to communicate with each other (including the picture of each participant).
  - New 2024: a participants' directory gathering the contacts of all the registered participants and the profile of the companies will be available.
- **About Cartoon Forum in general**
  - A voting system for the Tributes.
  - A map of Toulouse with all practical information concerning the event (places, addresses, times, pharmacies, restaurants, etc).
  - Direct access to important documents related to accommodation and transport (vouchers...)
  - New in 2024: the possibility to choose your own password!





# 4. STATISTICS

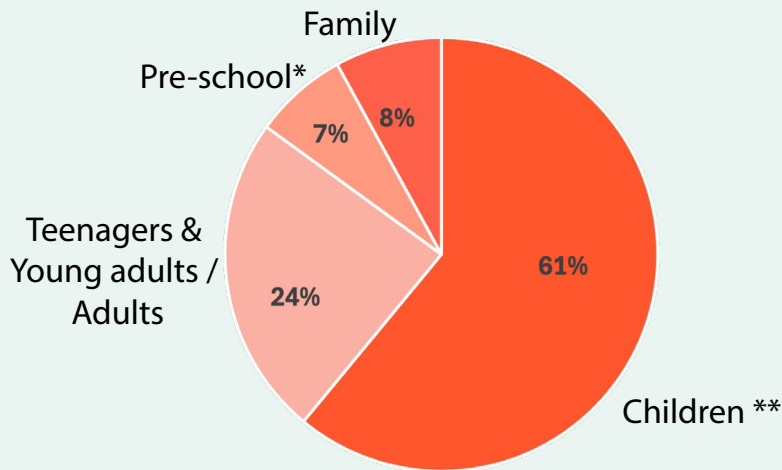
## PROJECTS

75 animated TV series will be presented this year at Cartoon Forum, coming from 20 European countries, for a total budget of 350.77 million EUR, representing 388 hours of animation.

### BY NATIONALITY

France	36
Ireland	8
Italy	5
Germany	5
Denmark	3
Spain	3
Portugal	2
Belgium	1
Luxembourg	1
Netherlands	1
Poland	1
Czech Republic	1
Serbia	1
Hungary	1
Greece	1
Cyprus	1
Georgia	1
Slovakia	1
Armenia	1
Moldavia	1

### BY TARGET



\*Pre-school : Pre-school 2-4 & Upper pre-school 5-6  
 \*\*Children : Children 5-7 (Bridge), Children 6-9 (Kids) & Children 9-11 (Tweens)

### BY FORMAT

Up to 5'	7
6' - 10'	13
11' - 13'	27
22' - 30'	23
40' and more	5

### BY BUDGET (in MIO EUR)

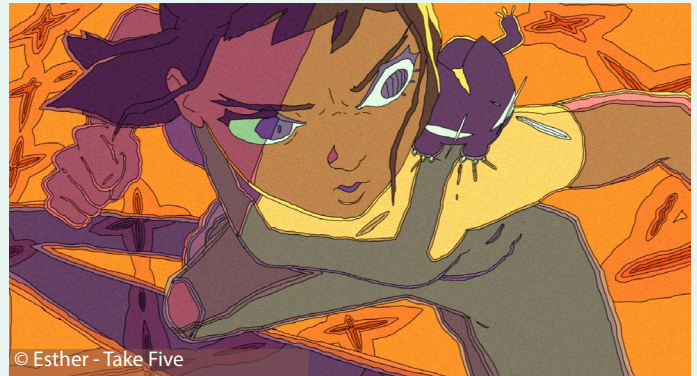
Less than 1	8	6 to 8	17
1 to 2	10	8 to 10	12
2 to 3	15	10 or more	3
3 to 6	10		



# 5. FOCUS ON PROJECTS

## THE 35<sup>TH</sup> EDITION OF CARTOON FORUM

The selection of the projects was made by a Committee of experts and really represents the variety of the animation production in Europe. The projects of animated series that will be pitched are very diverse as much in terms of the animation techniques chosen (2D, 3D, stop-motion, drawing, painting, hybrid, etc.) as the audience targeted (from pre-schoolers to adults) and the topics tackled. This year we see several trends.



## HEROINES & FEMALE PERSPECTIVES

Lately the projects selected to present more and more heroines and stories from a female perspective, 50% of this year's selection. This can be explained by a growing number of projects directed and produced by women (63% of female characters are heroines of femal-directed projects). This year's projects reinforce this trend - "Matita HB" (IBRIDO Studio - IT), "Bitches" (Caïmans Productions - FR), "Esther" (Take Five - BE), "Captain Carrie and the Monster Ship" (Treehouse Republic - IR), "Dad and Me" (Have a Nice Day Films & Easy Riders Films - FR) - to name a few.

## ENVIRONMENTAL ISSUES

This year again, an important number of projects promote the subject of the environment (19% of the selected projects): "Ducks out of Water" (Dreamlogic Animation Studios - IR), "Bin Buddies" (Millimages - FR), "Lost in the Future" (Ellipse Animation - FR), "No Pets!" (Nuvole e Strisce - IT) - among others.



## DIVERSITY & INCLUSION

This year is the first time so many selected projects promote diversity and inclusion (23%): "Queerstory" (Hauteville Productions - FR), "The Hippo Kids" (New Creations - DK), "Dinner Detectives" (Wolkenlenker - DE & Cartoon Creative - Australia) - for example.



# FROM CARTOON SPRINGBOARD TO CARTOON FORUM

Cartoon Springboard is our 3-days event dedicated to new talents in animation with keynotes and pitching sessions. It is planned to happen in Madrid from 29 to 31 October. During this Master the young talents pitch their projects and receive direct advice from experts. It is common to see the young talents' mature projects at the Cartoon Forum. Since 2015, **29 projects** presented at Cartoon Springboard have subsequently been pitched at Cartoon Forum, representing 14% of the projects presented at Cartoon Springboard. This is the case of "Anselmo Wannabe" (IBRIDO Studios - IT), "Hanna & Nana" (JAM Media - IE) or "Baldies" (COFILM / Bejuba Entertainment - CZ / CA) - to name a few.

This year, 3 projects from Cartoon Springboard were selected for the Cartoon Forum 2024: "All Good" (Glow - ES), "Bitches" (Caimans Productions - FR) and "No Pets!" (Nuvole e Strisce - Italy).

## 10 YEARS OF CARTOON SPRINGBOARD!

This year, Cartoon Springboard celebrates its 10<sup>th</sup> anniversary! **60 projects are in active development** and **12 TV series/films have been released**. It is also the occasion to put some light on key projects that were pitched to Cartoon Forum:

- **"Tufo"** (Les Contes Modernes (FR), Showlab & IBRIDO Studio (IT) - Springboard 2015 and Forum 2018
- **"Hungry Bear Tales"** (Bionaut (CZ), Treehouse
- **"Mum if Pouring Rain"** (Laidak Films & Dandeloo (FR) - Springboard 2017 and Forum 2018
- **"Nitso and the Very Hairy Alphabet"** (Eagle Eye Filmproduktion (DE) & GS animation (PL) - Springboard 2018 and Forum 2020
- **"Anselmo Wannabe"** (IBRIDO Studio (IT) & Alm Creative studio (PT) - Springboard 2019 and Forum 2021



# KIDS AND FAMILY SERIES, N°1 PROJECTS IN EUROPEAN ANIMATION

Series targeting children – from pre-school to 11-years-old – and families remain the main focus of European animation production. This year at the Cartoon Forum, **68% of the series** selected target these audiences. This year, projects targeting children seek to teach them fundamental values such as inclusion, diversity, empathy, solidarity or the importance of friendship and family ties. But there are also stories which, with humor and endearing characters, deal with more complex and sensitive subjects such as gender and environmental issues.

We also observe topics that often come up, especially **space and sci-fi stories** with projects such as “Artefacts - Thieves of Thieves” (Somewhere Animation - FR), “Titan Tofu” (Uniko Estudio Creativo - ES) or “H.O.M.E.” (Team TO - FR). Projects relating magic stories are also numerous like “Switching Selma” (Raumkapsel - DE), “Medarders” (FILM21 - CZ) or “Dark Woods” (Fly Moustache - PT).

## MASTER OF THE UNICORNS

Prod.: Cyber Group Studios (FR)

Target: Children 6-9 (Kids)

On his quest to save a friend, Aelig will have to save the world. As a child of the Aurora Kingdom, where unicorns are hunted for their magic, the young Aelig sets out on a journey across a fantasy world called Yf to help Kalyane, the last unicorn in the kingdom, locate the sanctuary where her people have found refuge. Stalked by the Man with No Name, who wants to catch Kalyane for the incredible well of magic she is, Aelig will have the help of Princess Ilana, Lemmy the little stone golem, Altaer the Cabass and Prince Yamil the Seahorse. More than a single unicorns fate, Aelig and his companions hold the whole magical balance of Yf in their hands.



## THE SANDWOLF

Prod.: Tant Mieux Prod (FR)

Target: Children 6-9 (Kids)

Zackarina is angry. Her parents don't have much time for her and don't always find the right words to answer her questions straight away. Upset, she spends her anger on the beach next to the house. One day, she meets a strange animal with golden fur that feeds on sunlight: the Sandwolf. He was the perfect friend: he discussed the great and small mysteries of life with imagination and patience. Together, they think of how angry we get when we don't feel listened to, how sad we are when an animal dies, how happy we are to have pockets in our trousers, bruises on our knees and fear of the dark. And, day after day, meeting after meeting, Zackarina grows!



## THE FABULOUS PIGLINI

Prod.: Metaxilasis (SRB)

Target: Children 5-7 (Bridge)

Piglini, the piglet magician, and his tigress friend Sara use mesmerising tricks, hilarious transformations and the magic of kindness to safeguard Sparklytown from the egocentric performer, LeBrun. However, the boastful LeBrun threatens to spoil the party with his vain attempts to show off. Piglini and Sara are here to save the day, in their unique and comical way. Each episode, Piglini uses his heroic heart-vision to guide his way and, with his sharp-witted sidekick Sara, comes up with absurdly amusing and incredibly imaginative magic, that brings joy to citizens of Sparklytown and keeps LeBrun from making a fool of himself again!



## RACHELS PET PARLOUR

Prod.: Giant Animation (IR)

Target: Children 5-7 (Bridge)



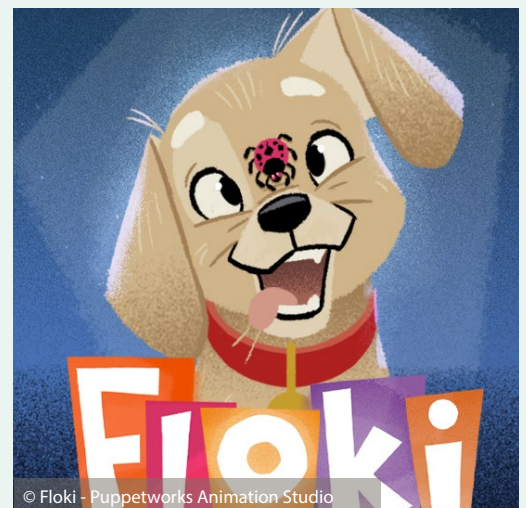
Welcome to Rachels Pet Parlour! D.I.Y. pet groomer, Rachel Hart has a gift with animals. This 9-year-old animal whisperer uses her empathy, communication skills, and PAWsitve attitude to make pups, cats, birds, lizards and everything in between feel loved on the inside and look FURtastic on the outside! Not only can Rachel translate body language like twitching tails and perked up ears for confused pet parents, she can understand what animals are saying literally! While other people around her hear only oinks and chirps, Rachel hears human language! She's basically a mini Dr. Doolittle but without the doctorate. At Rachels Pet Parlour, all you need is a widdle wuff and maybe a haircut!

## FLOKI

Prod.: Puppetworks Animation Studio (HU)

Target: Pre-school 2-4

"Floki" is the story of a young puppy embarking on an amazing journey. Floki's exploration and adventures emulate the behaviour of pre-schoolers mirrored in the type of situations he finds himself in and how he handles them. We are focusing on the parent & child relationship a lot - having an adventure together is something that speaks to every pup (canine or not). Floki starts having adventures on his own as well, usually ending up in trouble! The series are putting a lot of emphasis on emotional development. Worth mentioning that there aren't real villains in the show. The episodes are standalone, parents will be playing them in any order.



# TEENAGERS AND YOUNG ADULTS, A RECORD NUMBER OF ACCEPTED PROJECTS

This year, **24% of the selected projects target an audience of teenagers and young adults / adults**. Since 2019, the percentage of projects targetting (young) adults (both submitted and selected) has been **multiplied by 3**. This record can be additionned to the global rising success of (young) adults animated programs (13.6% of the programmed films in theaters in 2023, 7.9% in 2021). Recent successes have proven that there is an interest in animated films and series aimed at older audiences (“Flee” - Final Cut For Real, “Josep” - Les Films d’Ici Méditerranée, “I Lost my Body” - Xilam Animation, “Mars Express” - Everybody on Deck or “No Dogs or Italians Allowed” - Les Films du Tambour de Soie). Streaming platforms remain the main investors in content targeting young adults and adults even though they have tended to slow down their financing lately. For the past 10 years, 33% of the projects submitted at Cartoon Forum and targetting (young) adults have been produced.

This year, the projects selected targeting young adults and adults represent the richness of European animation and are very diverse in terms of animation technique, format or even subjects addressed even if some trends are highlighted. They tend to **tackle more political issues** such as gender inequalities (56% of them), protection of the environment (19%), as well as promoting inclusion and diversity (19%).

Source: «Le marché de l’animation en 2023» by the CNC (published in June 2024)



## THE BROOS

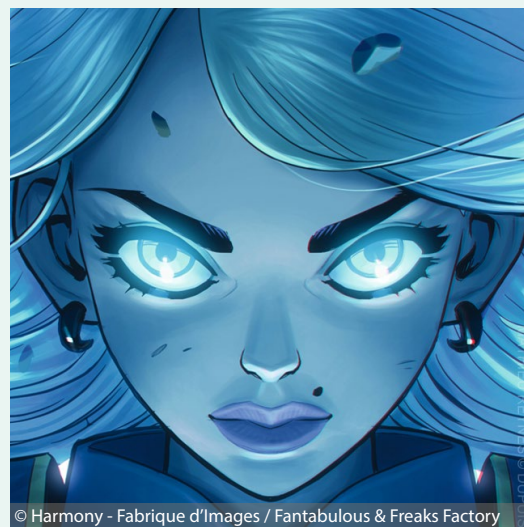
Prod.: Bobby Prod (FR)

Adapted from the TikTok phenomenon with over 550,000 followers, “The Broos” captures the everyday adventures of two young guys, Adam and Seb. From couch hangouts to car trips and parties, the series follows their evolving friendship, bringing the viral sensation’s charm to a brand new animated format.

## HARMONY

Prod.: Fabrique d’Images (LUX) / Fantabulous (FR) & Freaks Factory (BE)

In this coming-of-age saga reminiscent of “Akira” and “Stranger Things”, 16-years-old Harmony discovers her telekinetic abilities tied to a secretive military experiment. Awakening in a basement with amnesia and watched over by Nita, her former doctor turned mentor, she learns her powers connect her to other children, trained to become unstoppable soldiers by a warmonger named Richards. Guided by Mahopmaa, a shaman linked to her mystical origins, Harmony confronts powerful enemies and internal demons until she can finally free herself from both.



© Harmony - Fabrique d’Images / Fantabulous & Freaks Factory





## OCCUPATION: WITCH

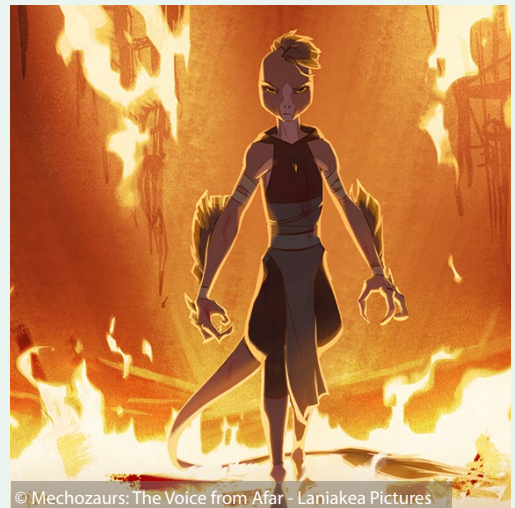
Prod.: Studio Metrafilms (MD)

A student of magic with a tragic childhood tries to smart her way out of an internship and ends up entangled in political conspiracies that could lead to a cross-species war. Just your regular Tuesday for a future professional witch.

## MECHOZAURS: THE VOICE FROM AFAR

Prod.: Laniakea Pictures (PL)

Seeking revenge for her mother's death, a powerful young warrior, Zina, embarks on a bloody crusade against Nakatu, ruler of the humanoid dinosaur world. Unbeknownst to her, Nakatu has his own plans for harnessing her powers and using them to pivot the world's fate. As Zina's journey unfolds, she forges an alliance with Hiranu, not knowing that he is her mother's true assassin. As they navigate through a path filled with battles and betrayals, Zina's journey challenges her visceral desire for vengeance, steering her towards a redemption that questions the very cost of her wrath and her role in the fate of their world.



## THE 4TH PLANET

Prod.: Les Astronautes & Sun Creature France (FR)

In a world where life on Earth hangs by a thread, the most desperate populations attempt to leave for Mars by all means. Arnold, a migrant who wants to reunite with his wife and daughter already gone on the 4<sup>th</sup> planet of the solar system, has been rejected to the slum adjacent to the shuttle departure zone, the famous Cosmopost. This is where lives Chawla, a young woman who works for NWTM as an astronaut piloting the space shuttles to the red planet. Despite their divergent lives, they seem to have intertwined destinies. They will have to navigate through this hostile universe where everyone fights for survival.

# NEW TRENDS IN 2024

This year, new trends are visible regarding the format of the selected projects.

## LONGER FORMATS

Compared to the 2023 edition, the 2024 selection counts **less short-format-projects** (in 2023, projects with episodes shorter than 13 minutes represented 68% of the selection, 63% in 2024). In parallel, this year there are **more projects lasting longer**. Projects with episodes longer than 40 minutes or more represent 7% of the selection while in 2023 the longest episode lasted 26 minutes.

## PREDOMINANCE OF TV SERIES

This higher number of longer-projects could be explained by a more important number of TV specials in 2024 but it is actually similar to 2023's (9%, 8% in 2024), thus **the TV series format still dominates the selection**. However, **this year the TV specials are longer** (on average 35 minutes, 26 minutes in 2023).

Here are some examples of TV specials selected this year:

### THE SOUL OF THE WANDERING CHICKEN

Prod.: Kawanimation (FR)

A soldier reincarnated as a chicken, a secret to deliver, an amnesiac witch and a whole bunch of supernatural creatures. Here's what awaits JL and Yaya at CAFI, a camp for repatriates from Indochina, during the summer vacations of 1987! Our 3 little city dwellers are in for a fantastic adventure in an unlikely world, straddling the French countryside and Vietnamese folklore.



### DAD AND ME

Prod.: Have a Nice Day Films & Easy Riders Films (FR)

Alyona, 8-years-old, moves from a small Russian village to Paris with her father Fiodor, 40-years-old. In an attempt to make new friends, Alyona forms a rap trio with Marjolaine and Noam, two classmates. Together, they aim to enter a competition. However, Alyona's struggles with learning and speaking French, as well as her deteriorating relationship with her father, strain her bonds with her new friends.

## LOWER BUDGETS

This year, in addition to **a global budget lower than last year's** (388M€, 393.5M€ in 2023), on average **the budgets of the projects are less important**. If the percentage of projects with a budget lower than 1M€ is similar (11% in 2023, 10% in 2024), more projects have a budget lower than 5M€ (33% in 2023, 46% in 2024) and just a few reach 10M€ or more (10% in 2023, 4% in 2024).



# 6. A TRANSMEDIA APPROACH

## THE ERA OF ADAPTATIONS

There a solid trend of book adaptations in cinema that also reached the animation sector. This year, **31% of the selected projects are adaptations** of comics, books or other media (YouTube or short films for example).

Moreover, the production teams tend to growingly consider developing other platforms from the start of the project. Chosing to explore the use of other supports simultaneously with the creation of the TV serie is a potential fruitful answer to the growing interest of children (and older ones) in technology. Whether through e-sports and videogames, music, podcasts, social media campaigns or record-comics collection, adopting a transmedia approach surely offers the opportunity to live a memorable experience and to reach a broader audience.

This edition, in **partnership with Bologna Book Fair**, animation professionals will have the opportunity to meet and **exchange on Thursday 19<sup>th</sup> September with European publishers during one-to-one meetings**. This initiative aims at encouraging the creation of bridges between the different sectors of the image industry (publishing, video games...). See more at last section "Meet them at Cartoon Forum).



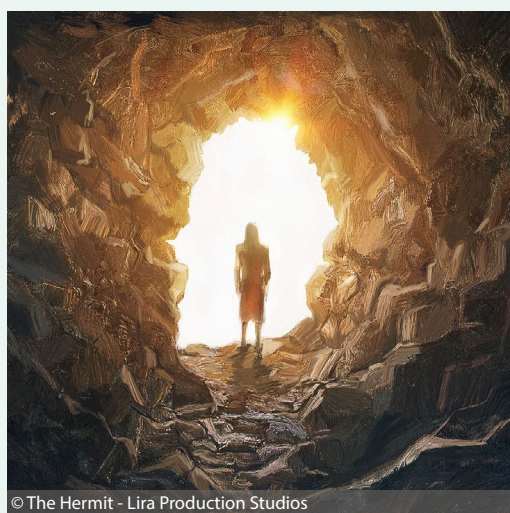
## ERIKA AND THE PRINCES IN DISTRESS

Prod.: 2 Minutes (FR)

Target: Children 9-11 (Tweens)

Adapted from: Yatuu's "Erika and the Princes in Distress"

Imagine a world where genders are reversed. Where women hold all the power. An epic world in which a warrior princess lacks neither strength nor courage. To prove herself to her mother Queen Lagertha and earn the kingdom of Brute, Erika is entrusted with a mission: to save the princes in distress from the surrounding lands. As she travels through realms, encountering missing or enchanted princes often mistreated, she becomes aware of the absurdity of the rules in place, longing for more equality and justice. But she is not alone in her desire to end the totalitarianism of Brute. Led by Irvine, the 'menists' aim to overthrow the royalty and dethrone the queen.



## THE HERMIT

Prod.: Lira Production Studios (GE)

Target: Young Adults / Adults

Adapted from: Ilia Chavchavadze's poem "The Hermit"

The film showcases a unique art style while unraveling the tale of a reclusive hermit dwelling in a mountaintop cave. His solitary existence is disrupted when a stunning shepherdess seeks refuge during a fierce storm. This unexpected encounter challenges their beliefs and alters the course of their lives.

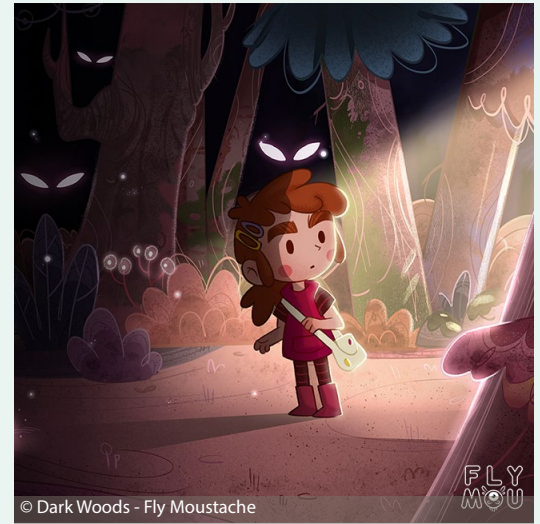
## DARK WOODS

Prod.: Fly Moustache (POR)

Target: Children 6-9 (Kids)

Adapted from: Estrela Lourenço's "Dark Woods"

A dad, his daughter and their furry sidekick move from the big city to a haunting countryside to start their lives fresh. Dealing with the anxiety and longing of such a big change, the daughter starts to be plagued by mysterious creatures in the dark woods. She will push the limits of her courage and imagination to uncover the secrets of the enchanted woodland and learn to cope with her feelings.



## STEEL HEARTS

Prod.: EyeCandyFilm (DK) / Invida (SI) & Poster (HR)

Target: Children 6-9 (Kids)

Adapted from: Adam O's "Den Rustne Verden - Flugten fra Danmark"

Year 2075. The family of Starfield live in Newropa, a safe haven in former Greenland. When a summer vacation is substituted with a positivity camp trip, headstrong 12-year-old Lark decides to take matters into her own hands. With her siblings nerdy Peter, cool Bowie and cute Ramona, they go on their own. The vacation turns into an adventure of a lifetime, when the flight-bot crash lands in the old world. The children have to cross the jungle-like wilderness to get back to civilisation, and they fear the bad robots that live there. But the robots turn out to be friends; funny, charming and warm, and the real enemy are people who will stop at nothing to keep a secret hidden.



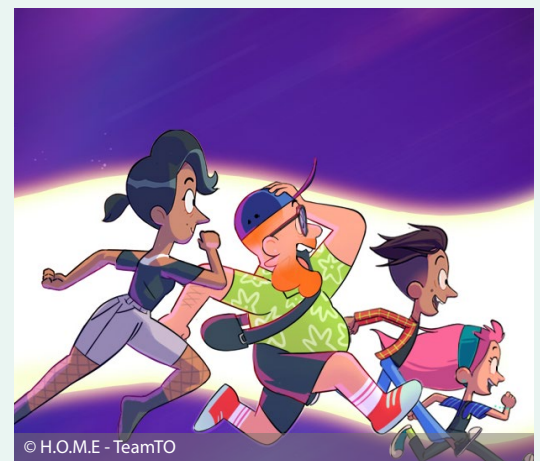
## H.O.M.E

Prod.: TeamTO (FR)

Target: Children 6-9 (Kids)

Adapted from: Hervé Bourhis' "H.O.M.E"

Based on the humorous graphic novel "H.O.M.E", our animated series is a sci-fi comedy that follows an irreverent blended family of four who move into their suburban dream house without realizing their new H.O.M.E is actually a decommissioned intergalactic war robot. With a work-at-home Mom juggling deadlines and a tech-phobic Dad out of his league, survival rests on an 8-year-old spitfire gamer and her sharp-witted teenage brother to keep H.O.M.E under control well, most of the time. H.O.M.E is where the heart is, even if that heart is programmed for intergalactic combat!





# 7. ANIMATION IN THE FRENCH AUDIOVISUAL MARKET

France is the leading animation producer in Europe, and ranks fourth in the world in terms of animated TV series ordered (after Japan, the United States and the United Kingdom). French animation seems to have recovered from the COVID-19 crisis with 10,331 hours of animation broadcast on national channels in 2023 (equals 2022). 2023 also saw a record number of animated films in theaters since the pandemic (29.7 millions of tickets sold, 32.9 in 2019).

Animation remains an expensive genre to produce (on average 6.4M€) compared to fiction (4.5M€) and documentary (0.7M€).

For the first time, animation is ranked second in export (26.8% of sells), after fiction (37.6%). Among the territories buying the most French animation, the United States, China (+ Hong Kong and Macao), Italy, Germany (+ Austria) and the United Kingdom (+ Ireland) rank first.

One of the specificities of French animation is the importance of co-productions to finance programs. On average, between 2014 and 2023, 25.7% of the investments came from abroad. Last year, about 70% of French programs were coproduced, especially with Belgium, Luxembourg and Germany.

## CHANGES IN BROADCASTING

In terms of broadcasting, French animated TV series still find a wide audience on TV channels. In 2023, animation represents 18.2% of TV programs watched by children from 4 to 10 years old. In addition, France Télévisions have continued to increase its catalogue of animated programs on France 5 since 2021. On the other hand, SVoD platforms continue to gain success since for 5 years the number of episodes available have been multiplied by two, especially on Netflix which represents 45% of the consumption of animation on SVoD platforms.

## NEW TRENDS

New trends must also be notified. First, programs targeting teenagers and young adults gain more and more success, especially in theaters with success stories such as “No Dogs or Italians Allowed” or “Mars Express”. In 2023, 17 films targetted (young) adults, an increase of 41.7% since 2019. Also, since 2015 more and more women are working and joining the industry. In 2022, 4 327 women were employed (42.5%), ten times more than in 2013.

## FRENCH ANIMATION MARKET

Finally, the French animation market remains famous worldwide thanks for its elite schools (7 of them are ranked in the top 50 of Animation Carrer Review). In 2022, France counted 192 companies (+34.3% since 2013) and 10 of them concentrated 51% of payroll (Xilam, Method Animation, Watch Next, Cyber Group Studios...). This industry attracts more and more with around 10,000 employees in 2022 (+9.1% since 2021), especially first-time employees (around 1,500 in 2022 ; 931 in 2019).



Leading partner and investor in the animation sector at European level, the France Télévisions group supports animation production to the tune of 29.6M€ in 2023 (for 155 hours) and broadcasts on all of its screens more than 7,000 hours of animation. As a partner of companies in the sector, the public service works with more than 65 French animation production companies. After the BBC, France Télévisions is the 2<sup>nd</sup> European group to buy TV series (24 in 2023).

In audiovisual production, France Télévisions is distinguished by the diversity of stories and artistic proposals which are, in its catalog, a unique offer on the market of broadcasters. France Télévisions offers viewers of all ages a wide range of programmes that are accessible free of charge and without advertising.

The 2023 line-up is part of this objective and offers edutainment, committed and funny content highlighting creativity, imagination and new trends.

It is in particular on the Okoo platform that many programs are available. Launched in December 2019, Okoo, the reference brand for children, is already watched by 1 child out of 2 with nearly 1.5 million videos viewed each day. The big back-to-school event on the platform will be the launch of the investigative series "Mystery Lane", an original creation from the Hari's studios.

France Télévisions has also expanded its editorial line aimed at new animation audiences, such as teenagers and adults, with animation that appropriates the most daring forms of humor, notably broadcast on france.tv slash, and a new partnership with the French anime platform ADN.

Many projects are supported by France Télévisions for Slash such as "Zombillenium", "Queer Story", "Gustave" or even "Iren the Siren" - to name a few.

Source: «Le marché de l'animation en 2023» by the CNC (published in June 2024)

Projects of series pitched at previous editions of Cartoon Forum and supported by France Télévisions:

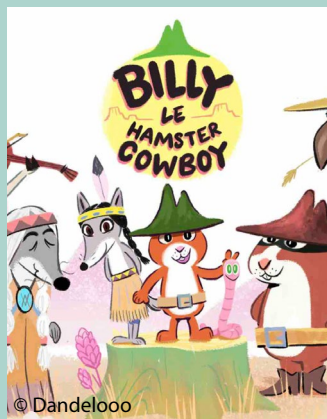


france•tv slash

Edmond and Lucy - Pitched at Cartoon Forum 2017



Billy - The Cowboy Hamster - Pitched at Cartoon Forum 2018



Behind the Beats - Pitched at Cartoon Forum 2019



Ewilan's Quest - Pitched at Cartoon Forum 2019



Mogu & Perol - Pitched at Cartoon Forum 2022



Gustave - Pitched at Cartoon Forum 2022





# 8. ANIMATION IN OCCITANIE

MADE IN OCCITANIE



In the land of Occitanie, animation never ceases to develop. Occitanie is one of the most dynamic regions in this sector. Every year, there are regional productions at major festivals, competing for prestigious awards. The public can also discover these productions on all media: television of course, but also cinema, not to mention the internet with educational platforms for the little ones or series for young adults, who are fond of these new formats.

The Region accompanies this creativity, these talents of today and tomorrow, throughout the year. They support several hundred jobs directly or indirectly, for example with dedicated structures such as "Occitanie Films" to promote filming in the region. In 2022, 4.3% of animation production studios were located in Occitanie making it one of the TOP 5 poles in France.

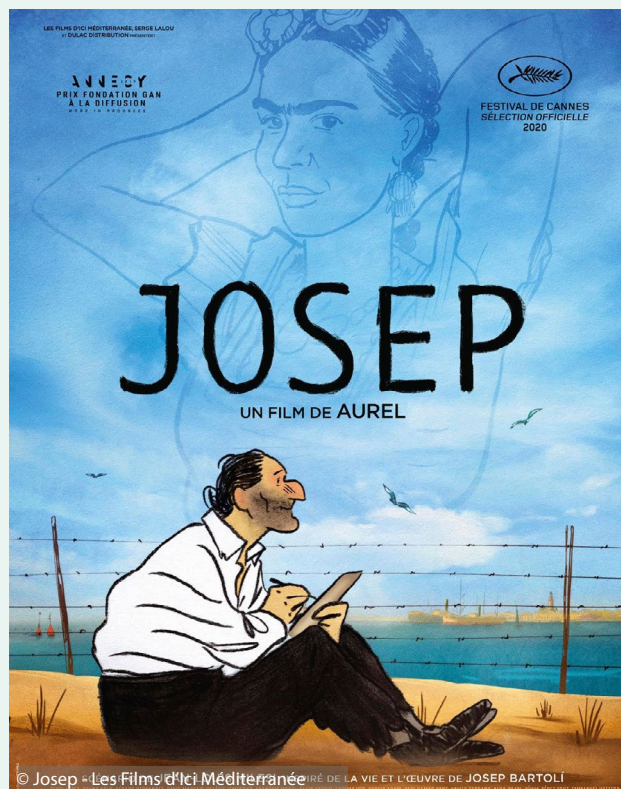
Source: «Le marché de l'animation en 2023» by the CNC (published in June 2024)





Thanks to events such as the Cartoon Forum, many projects have come to life and are helping the Occitanie region to shine throughout the world. This local know-how, this “made in Occitania” is doing wonderfully well internationally, like the 100% Occitan feature film “**Pil**” (by Julien Fournet, produced by TAT productions) released in 2021, and being the second most seen film abroad and which will be declined in series (presented at the Cartoon Forum 2023). This year, the project “**The Broos**” (Bobby Prod) is pitched for the first time after been born in the Région Occitanie, in the mini-pitch workshop. Other regional nuggets have been rewarded and recognized nationally, such as the animated film in glass painting “**The Crossing**” (by Florence Mailhe, produced by Xbo films and Les Films de l’Arlequin), the animated feature film in 2D “**Josep**” (by Aurel, produced by Les Films d’Ici Méditerranée) and the latest feature from TAT productions “**Argonuts**” by David Alaux.

In the coming months you will have the chance to discover new Occitan productions on small and large screens such as “**Marcel, Father Christmas (and the Little Pizza Delivery Boy)**” by Xbo films or the new film “**Jungle Bunch 2**” by TAT productions and “**Asterix and the Big Fight**”, directed by Alain Chabat and also produced by TAT productions, release in 2025 on Netflix).



“**Les Toons D’ici**” is an initiative that aims at promoting the animation industry in Toulouse and the Occitanie region to the general public and young people in particular.

This operation, in partnership with the **Mairie and the Metropole of Toulouse**, dedicated to schools and children from 7 to 11 years old, with sessions highlighting local productions and allowing children to exchange directly with stakeholders who worked on the projects. This year, the operation for schools will take place at the Pathé Wilson cinema and at the Alban Minville Cultural Center in Toulouse from **September 12 to 20**.



**THE APIFA**

The Association of Independent Producers of the Audiovisual Industry of Occitanie (APIFA Occitanie) brings together around forty production companies and aims to bring together independent producers from the new large Occitanie / Pyrénées-Mediterranean region.



## 3 PROJECTS FROM THE REGION PITCHED AT CARTOON FORUM



### MARIE CURIE'S GREAT WAR

Prod.: Tripode Productions (Montpellier)

Target: Teenagers 12-15

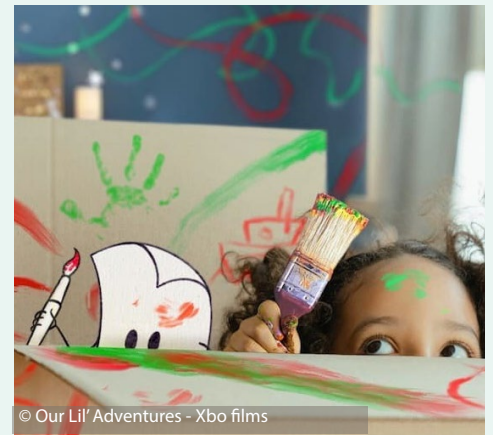
Summer 1914. Irène Curie is a 17-year-old girl spending her holidays in Brittany and also the daughter of Nobel prize scientist Marie Curie. When WW1 breaks, Marie leaves for the front line hospitals to be useful and Irène decides to join her. Marie's ambition is to help doctors and surgeons by convincing them to use X-rays, a technology she masters, for diagnosis. Combining their efforts, Irène and Marie will fight patriarchy and overcome technical issues and rivalries. Irène will finally connect emotionally with her impressive mother. Facing the difficulties of war, she will grow up to become the strong independent woman she wants to be.

### OUR LIL' ADVENTURES

Prod.: Xbo films (Toulouse)

Target: Pre-school 2-4

"Lil'Adventures" is about the discoveries made by two little girls and two little boys around 5 years old. Each with their unique personality, interests, from diverse family backgrounds. Each child has an imaginary friend, a goofy and silent animated character who accompanies them as they discover the world.



### ANIMALS IN A NUTSHELL

Prod.: Les Films d'Ici Méditerranée & Les Films d'Ici (Montpellier)

Target: Young Adults / Adults

Recent discoveries about the animal world throw light on the extraordinary abilities of the creatures that inhabit our planet. Each episode of "Animals in a Nutshell" takes us alongside a species and the scientists who take a close interest in it. A pop-naturalist dive into the richness of the living world, an infinite source of inspiration for humans brought by the coolest science professor!

## OTHER ANIMATION STUDIOS FROM THE REGION

- Anoki
- Bachibouzouk
- Digiblur
- Dwarf Animation Studio
- Godo Studio
- Le-loKaL Production
- Les Affranchis
- Les Fées Spéciales
- Mad Films
- Menhir FX
- Milan Presse
- Nobody Studio
- Novelab
- Pegbar Animation
- TAT productions

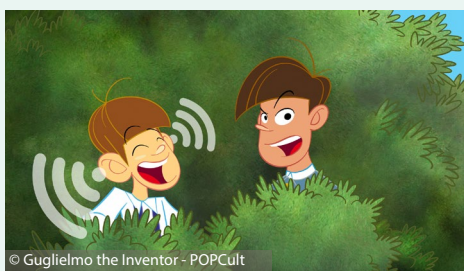
# 9. SPOTLIGHT ON ITALY

The Italian animation industry currently encompasses over **80 companies**, focusing on original productions, international coproductions and service works. Although a few recent feature films, such as “**Gatta Cenerentola**” and “**Metamorphosis**”, have garnered international acclaim, the core business of Italian animation primarily revolves around TV series.

The **public broadcaster RAI** serves as the main source of funding and Italian producers collaborate extensively with companies across Europe and the world: international coproductions are indeed a cornerstone of the Italian animation industry.

In terms of public incentives, **the new Italian tax credit and Regional Funds** support national and international productions, strengthening the competitiveness of the Italian animation industry on the global stage.

See more on our website: <https://www.cartoon-media.eu/forum/programme/spotlight>



IN PARTNERSHIP WITH



Fondazione  
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FILM COMMISSION



**TOSCANA**  
FILM  
COMMISSION



IN COLLABORATION WITH

**cartoonITALIA**  
ASSOCIATION OF THE ITALIAN  
ANIMATION PRODUCERS

## THE PROJECTS SELECTED

A total of **5 projects** in development from Italian creative voices will be pitched at Cartoon Forum:

- **Guglielmo the Inventor** (Children 6 - 9)

26x13'

Producers : POPCult / Animalps Productions & Krutart

- **Matita HB** (Family)

26x11'

Producers : IBRIDO Studio

- **Mindtoonness** (Children 5 - 7)

10x25'

Producer: Vismanimation

- **Mission: Delta** (Children 6 - 9)

26x10'

Producer: Eagle Original Content & MAD Entertainment

- **No Pets!** (Children 5 - 7)

26x11'

Producer: Nuvole e Strisce



# 10. COACHING PROGRAMME

## OBJECTIVES & CONTENT

The “Coaching Programme” is a training initiative through which young talents from specialized, local and reputable schools will have a broad overview of the animation industry and the challenges encountered when launching a project: the different stages of production, market trends, success of creators, difficulties encountered by the director, screenwriter or producer and resolutions, the role of each person, budget and financial arrangements, partnerships with other countries, etc.

**More than 80 students** and participants bring the Coaching Program to life each year. This year, the following schools are participating in the program: ANATEN Tarbes, BRASSART Toulouse, Campus YNOV, E-Artsup, ENSAV, DNMADE Cahors, ESMA Montpellier, ESMA Toulouse, ISCID, LISAA Toulouse, Lycée des Arènes, MJM Graphic Design and TBS Education (13 schools in total). This year, as part of the Spotlight on Italy, French students will be joined by **5 Italian animation schools**.

See more on our website: <https://www.cartoon-media.eu/forum/programme/coaching-programme>



## PROGRAM · MONDAY SEPTEMBER 16

- Presentation of CARTOON and the Cartoon Forum by Agnès Bizzaro
- Case Study - A project at Cartoon Forum: “Our Lil’ Adventures” by Luc Camilli (Xbo films / La Ménagerie / Les Affranchis)
- Masterclass: How to make a good pitch? by Agnès Bizzaro
- Masterclass: “How to create and develop a TV series: The Bible, The Pilot Script” by Ghislaine Pujol (scriptwriter, writing director)
- Masterclass : “Pil” from animated-feature film to TV series, what challenges ? by Jean-François Tosti

## MINI-PITCH WORKSHOP · THURSDAY SEPTEMBER 19

The mini-pitch workshop is a unique opportunity for students to pitch their project to an audience of regional experts and other students. 6 projects are selected (short film, TV series, feature film, etc.) and presented during a 10 minutes-pitch on Thursday, September 19 in the afternoon. Students can thus draw inspiration from the pitches seen the previous days as part of the Cartoon Forum 2024 and get feedback from the comitee selection on their project.

Presented at the 2021 mini-pitch workshop and selected at both CartoonNext and Forum (2024), “The Broos” (born in the Région Occitanie) is an example of how the Coaching Programme can open doors to young talents stepping for the first time in the animation industry.



# 11. EBU CO-DEVELOPMENT INITIATIVE

## EUROPEAN PUBLIC BROADCASTERS GATHER TO SUPPORT ANIMATION AT CARTOON FORUM

The European Broadcasting Union (EBU), France Télévisions and CARTOON have joined forces to work on a **new collaborative model** for animation, centered on the collective financing of a pilot project selected by EBU Members from a range of pitches presented at Cartoon Forum.



In 2023, a group of **15 public-service broadcasters** gathered at the event and chose 2 series from over 70 projects: the Belgian production **'Ray & Ruby'** and the Danish concept **'Pig & Andersen'**. The broadcasters have committed **over €130,000 to their development**.

Produced by Creative Conspiracy with young audiences in mind, 'Ray & Ruby' introduces the adventures of mouse twins navigating the vast and perilous world within a magnificent castle, whilst quirky comedy series 'Pig & Andersen', produced by Fleng Entertainment, is inspired by Hans Christian Andersen's works and based on the 2022 short film "The Swineherd".

The producers will present the initial stages of development for both projects during Cartoon Forum 2024 in September.

**This initiative will be renewed in 2024** with the selection of at least one project, continuing the EBU network's longstanding commitment to animated television programming and reflecting the current priority of engaging young audiences across Member territories.



© Ray & Ruby - Creative Conspiracy



© Pig & Andersen - Fleng Entertainment



# 12. TRIBUTES 2024

The Cartoons Tributes are an opportunity, during the Cartoon Forum, to pay tribute to the exceptional actors of the European animation sector by awarding them prizes. Divided into three categories:

- Broadcaster
- Investor/Distributor
- Producer of the Year



These prizes will be awarded after the vote of the participants (from around 40 countries) who take part in the Cartoon Forum 2024.

The vote is done **via the mobile application** from Cartoon Forum.

4 nominees per category will briefly present their work during the lunches. The winners will be announced on Thursday, September 19, at the end of lunch.

See the list of the nominees on our website: <https://www.cartoon-media.eu/forum/programme/tributes>

The winners of the 2023 Tributes:

- Broadcaster of the Year: **RTP** (POR)
- Investor/Distributor of the Year: **APC Kids** (FR)
- Producer of the Year: **GO-N Productions** (FR)



# 13. MEET THEM AT CARTOON FORUM !



## PUBLISHERS

You can consult the list of the registered publishers on our website: <https://www.cartoon-media.eu/forum/buyers>

For the first time, we offer the opportunity to network after the pitching sessions at Cartoon Forum. **One-to-one meetings will be organised on Thursday afternoon** (19 September, from 3:40pm to 5:40pm). Come and engage with animation professionals and take the chance to meet the Italian delegation, new buyers, financial partners and publishers!



## 7 ITALIAN PUBLISHERS (IN COLLABORATION WITH BOLOGNA CHILDREN'S BOOK FAIR)

- Carthusia Edizioni
- Edizioni EL
- Il Castoro
- Mondadori
- Minibombo
- The Book Rights Agency
- Tunuè



# OUR PARTNERS

The 35<sup>th</sup> Cartoon Forum is organised by CARTOON - European Association of Animation Film with the support of Creative Europe - MEDIA Programme of the European Union, the CNC (Centre national du cinéma et de l'image animée), Région Occitanie, Mairie de Toulouse, Toulouse Métropole, Casino Barrière and France Télévisions.

# OUR EVENTS

Cartoon Forum was devised and created by CARTOON, an international non-profit association based in Brussels, aiming to support and promote the European animation industry. For over 30 years it has received financial support from Creative Europe - MEDIA Programme of the European Union to run its activities, which are concentrated in three areas:

- **CARTOON FORUM:** a co-production forum for animated series, mainly for television.

- **CARTOON MOVIE:** a co-production forum for feature-length animation films, mainly for the cinema.

Next edition: 4-6 March 2025 in Bordeaux, France.

- **CARTOON MASTERS:** three training seminars per year for professionals in the industry, dealing with specialised subjects affecting the development of skills and trade involved in animation.

Next editions:

- > Cartoon Springboard (Madrid, Spain), 29-31 October 2024

- > Cartoon Business (Brussels, Belgium), 18-20 November 2024

- > CartoonNext (Marseille, France), 22-24 April 2025



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