CartoonNext- Presentation text

CartoonNext is a forward-looking seminar and a pitch event, dedicated to the new opportunities for creatives and cross-media professionals, made possible by:-

Technological innovations

Different ways of content distribution

New audiovisual formats

And increasing partnerships and collaborations across genres and platforms.

A FORMULA TO TOUCH BOTH CREATIVITY & BUSINESS

Keynotes from renowned experts from various disciplines; TV or Film, Digital or Gaming, Distribution or Licensing, AI or AR, will start the discussion, thanks to inspiring case studies, in-depth analyses and healthy debates on thought-provoking topics. It will allow professionals and newcomers to the industry to keep abreast of developments in the animation sector, now and for the future.

Pitching sessions are the opportunity for producers to develop both early-stage concepts or existing projects towards becoming IPs that are more fully cross-media, and for participants to gain valuable insights and lessons along the way.

**THE EUROPEAN DIMENSION**

The panel of speakers as well as the selection of pitched projects will come from a wide range of European countries.

**WHO ATTENDS CARTOONNEXT?**

Inter­na­tion­al pro­fes­sion­als from across the industry, where animation plays a key role:

* Broad­cast­ers, dis­trib­u­tors & sales agents, investors, new media plat­forms, game com­pa­nies, book publishers,
* Pro­duc­ers, creators, authors, direc­tors, stu­dios, press…

**OBJECTIVES**

- Update your knowledge on new trends and innovative topics

- Pitch your project and transmedia strategy

- Meet up with high-level animation professionals

> +250 participants from +20 countries

> +30 international speakers

> 12 keynotes, panels & case studies

> 8 pitching sessions

CartoonNext, the latest Cartoon pitching and conference event for animation professionals, with an exciting and innovative look to the future !

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 craft, your business and your day-to-day work.

On the other hand, producers coming from all over Europe will pitch selected, 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.

Animation is more alive than ever, proving adaptable and versatile.

Mixing with other genres like anime and gaming.

Using innovative marketing techniques to transform IP.

Developing a presence on cross-platforms, and growing, thanks to the increase in teen, adult and niche audiences.

During three days, avant-garde themes will be discussed in keynotes and case studies by key broadcasters, influential media players and leading specialists across all platforms, exploring:-

> What innovations are being seen in storytelling

\* How talent from across platforms are partnering to bring new formats and experiences to the consumer

* What challenges producers are facing post the streamer dowmturn

> Why new technologies and new techniques shape the way you work (from creation to distribution)