



CARTOON FORUM CELEBRATES ITS 35th ANNIVERSARY WITH A LINE-UP OF 75 NEW EUROPEAN ANIMATED SERIES

September 16, 2024. Cartoon Forum, the pitching and co-production forum for European animated series, is ready to celebrate its 35th anniversary in the French city of Toulouse. To be held on September 16-19, the event features a line-up of 75 new animated series and TV specials that will be pitched to industry professionals to find new partners for accelerating their production and distribution. More than 260 buyers, including broadcasters, distributors, investors, streaming platforms, book publishers, and game developers, are among the close to 1,000 participants registered at this annual meeting organized by **CARTOON**, an international non-profit association based in Brussels. With a highly efficient formula that combines pitching sessions, trailer screenings and networking activities, Cartoon Forum has become a must-attend showcase for European animation professionals.

Shortlisted from 107 submissions, the selected projects hail from 20 countries, and amount to 388 hours of new content and a budget of 350.7 million EUR. France leads the line-up with 36 projects, followed by Ireland with eight, and Germany and Italy with five. The CEE countries (Czech Republic, Hungary, Poland, Serbia and Slovakia) are also present with five, one project by country. Denmark and Spain feature three projects each, while Portugal participates with two. Belgium, Cyprus, Greece, Luxembourg, Netherlands, and Poland are represented with one each. Participating for the first time at Cartoon Forum, three non-EU countries in the Creative Europe Programme – Armenia, Georgia and Moldova – round up the selection with one project each.

Series targeting pre-school to 11-year-old children remain the focus of European animation production, amounting to 68% of the roster. Projects aimed at Young Adults / Adults have considerably increased to 24% of the selection – amounting to a three-fold surge compared to 2019 –, while series for family audiences have stayed stable at 8%.

The relationship between the animation and publishing industry continues to strengthen as shown by the increase in the number of adaptations from books, comics or other media (31% of the selection). In order to foster this collaboration, Cartoon Forum – in partnership with **Bologna Children's Book Fair** – has set up one-to-one meetings between professionals from both industries.

For the second year in a row, [CARTOON has joined forces with the European Broadcasting Union \(EBU\) and France Télévisions](#) to work on a new collaborative model for animation focused on

the collective financing of at least one project to be selected by EBU members during Cartoon Forum.

Throughout its 35 years of history, Cartoon Forum has been both a testament to and a springboard for the European animation industry. Since its creation in 1990, the event has helped 1,002 animation series obtain financing to the tune of over 3.7 billion EUR. As of last year, the Forum has undertaken several actions to further improve its sustainable performance, including the development of a mobile application to manage all the relevant information for the event.

Trends & Topics

[Cartoon Forum's line-up](#) shows some of the prevailing trends in European animation, including the topics that are currently catching the creators and producers' interest. A significant number of projects in the line-up tell stories from a female perspective featuring strong female characters in the leading roles. Also noteworthy is the number of women in key production or creative roles.

A further noticeable trend is the growing interest in addressing hot topics, from political and environmental issues to other widespread concerns such as diversity and inclusion in our society.

In terms of budget, there has been a slight decrease in the average cost per project (4.7 in 2024 vs. 5.2 million EUR in 2023).

Regarding animation techniques, 2D continues to be the most widely used in European series, reaching 60% of the projects selected, while 3D amounts for 22%. Finally, 15% of the projects resort to a combination of both techniques.

New talents feature prominently in this year's selection. Out of the 75 selected projects, 19 were developed by companies and studios participating for the first time in Cartoon Forum. Besides, three of these projects have previously participated at the pitching event for young talents Cartoon Springboard: **"All Good"** (Glow - Spain), **"Bitches"** (Caïmans Productions - France) and **"No Pets!"** (Nuvole e Strisce - Italy). This year, on October 29-31, Cartoon Springboard celebrates its 10th anniversary in Madrid. More than 80 projects that have participated in this event throughout the last decade are in active development, while 14 TV series or films have been completed.

Two TV series and one TV special from the Occitanie region have made it into the line-up: **"Marie Curie's Great War"** (Tripode Productions, Montpellier), **"Our Lil' Adventures"** (Xbo films, Toulouse), and **"Animals in a Nutshell"** (Les Films d'Ici Méditerranée & Les Films d'Ici, Montpellier).

Finally, two series were selected through an agreement with Animation Production Days (APD): **"Switching Selma"** (Raumkapsel) and **"SnailMail"** (bigchild Entertainment), both from Germany.

Spotlight on Italy

Aiming at promoting the animation industry throughout Europe, Cartoon Forum annually dedicates a spotlight to a country or region. Through a series of presentations by production companies during the traditional Croissant & Coffee Shows, an umbrella stand, and several social

and networking events, Italian animation will have the opportunity to further its industry and showcase its next generation of animated projects. Supported by Marche Film Commission in collaboration with the Sardegna, Roma-Lazio, Toscana and Torino Piemonte Film Commissions – and coordinated by Cartoon Italia –, this year’s Spotlight includes five projects in development from Italian creative voices: **“Guglielmo the Inventor”** (POPCult / Animalps Productions & Krutart), **“Matita HB”** (IBRIDO Studio), **“Mindtoonness”** (Vismanimation), **“Mission: Delta”** (Eagle Original Content & MAD Entertainment), and **“No Pets!”** (Nuvole e Strisce).

Cartoon Tributes

Twelve companies from eight countries have been nominated for the **Cartoon Forum Tributes 2024**, which recognise the leading names in European animation over the previous year. Broken down into three categories – Broadcaster, Investor/Distributor, and Producer of the Year – these awards will be voted by the professionals attending Cartoon Forum.

Four public broadcasters – **ARTE** (France - Germany), **Radio Télévision Suisse - RTS** (Switzerland), **Radio Televizija Slovenija - RTV** (Slovenia), and **Televisió de Catalunya - TVC** (Spain) – were nominated for Broadcaster of the Year. Pubcasters’ overwhelming majority in this category bears witness to their key role in the production and broadcasting of European animation.

French companies **Madrigall Group** and **Prime Entertainment Group** contend for the Investor/Distributor of the Year award along with Spain’s **Mondo TV Studios** and Germany’s **ZDF Studios**.

Finally, the Producer of the Year award will be claimed by one of **Cartoon Saloon** (Ireland), **Movimenti Production** (Italy), **Pikkukala** (Finland - Spain), or **Sacrebleu Productions** (France).

Coaching Programme

Always thinking of the future of European animation, Cartoon Forum annually undertakes its [Coaching Programme](#), a training initiative aimed at young talents from local animation and art schools. More than 100 students will take part in this initiative that, besides presentations, case studies and masterclasses, features a mini-pitch workshop in which six projects will be presented to an audience of regional experts. At the end of the workshop, the Occitanie region will award the best-pitched project with a participation in Cartoon Springboard 2024. After being pitched in this workshop in 2021, **“The Broos”** by France’s Bobby Prod will be presented this year in Cartoon Forum.

Together with this activity, 20 talents from six Italian schools will take part in a special Coaching Programme as part of our [Spotlight on Italy](#).

Rounding up Cartoon Forum’s training activities, **Les Toons d’Ici** is aimed at promoting the animation industry in Toulouse and the Occitanie region to the public, with an emphasis on young people. Organised by APIFA (Association of Independent Producers of Occitanie) in partnership with the Mairie and the Metropole of Toulouse, this activity is dedicated to school pupils, who have the chance to explore the different techniques of animation through series, feature-length films and shorts born and bred in Toulouse and the Occitanie region. Both the Metropole and the Region are highly involved in promoting local talents and works to the global audience.

About CARTOON FORUM

Created in 1990 to boost the co-production and distribution of European animation for television and new media platforms, Cartoon Forum has helped 1,002 animation series obtain financing to the tune of over 3.7 billion EUR.

The 35th 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 (FTV).

- **CARTOON Director:** Annick Maes – forum@cartoon-media.eu
- **International Press Officer:** Gerardo Michelin – gerardo@latindie.com - Tel: (+34) 630 572 268

[Selected Projects Cartoon Forum 2024 - Images for the Press](#)

[Cartoon Forum 2024 Press Corner](#)

[Cartoon Forum 2024 Communication kit](#)