



# Financing and revenue models of European animated series



## **CARTOON** masters 2010

### **CO-PRODUCTION MODELS AND BUDGET MANAGEMENT**

Co-production opportunities within Europe and with Canada open up new territories for the funding and exploitation of European animated series. But there are also creative, production and legal parameters that producers need to take into consideration when setting up joint ventures. Case studies and detailed overview of existing models and budget management.

### **FINANCING & DISTRIBUTION POLICIES OF MAJOR BROADCASTERS**

Beyond acquisition or co-production, Cartoon Network, Canal+, ZDF Enterprises can help you increase the exploitation of your show, on the new media, other group channels, in licensing, merchandising and at international level. Policies of these broadcasting major players.

### **MANAGING BRANDS AND INTELLECTUAL PROPERTIES**

Building up intellectual properties is the best way to retain most of the revenues and control over production. It is also the best way to build assets as a company in order to negotiate good positions for licensing and merchandising. Case studies.

### **INTERNATIONAL AND EUROPEAN PUBLIC AND PRIVATE FUNDING**

Cine-Regio with its Animarco-group and the CASPER project but also the Singapore International Animation Fund provide funding to animated series and features under some conditions. Detailed presentations.



# The business of animation

**C**hanges in the European television market (less advertising revenues, the strong position taken by DTT channels, audience fragmentation...) have altered the way animation shows are being financed and viewed.

Whilst licence fees have either decreased or helped less projects but for a bigger amount, producers have had to look into other funding taps like pre-sales, co-productions... to mount their projects. A stricter management of budget items and cash flow and an understanding of how co-productions really work have become essential.

During this money seeking process the drafting of a business plan can prove to be a useful tool to help convince potential investors to come on board, because it will give them a clearer picture of the business activity and viability.

To compensate for less licence fees, producers have also felt the need to retain potential revenues as much as possible through intellectual property management, home entertainment, self distribution

and the exploitation of licensing and merchandising with partners from TV or less familiar «walks of life».

Some case studies will highlight how producers have built brands to give viewers and consumers what they want on multiple platforms.

Throughout this Cartoon Finance, practical advice on the existing financing models and potential revenue streams will be shared with attending producers thanks to a broad panel of speakers consisting of major European and pan European broadcasters (Cartoon Network, Canal+, ZDF Enterprises), TV distributors (Awol animation), co-production experts within Europe and Canada (Millimages and Decode Canada), studio financiers, public and private funding representatives (from Cine-Regio and the Singapore International Animation Fund) and innovative production companies such as Aardman.

The subjects covered should give producers a clear overview of current developments in the financing and exploitation of animation shows and improve their business and negotiating skills.

## Málaga

Located in a privileged enclave in Andalusia, this exuberant and very Spanish port city, set against a sparkling blue Mediterranean, is both historic and pulsing with modern life. The centre presents the visitor with narrow old streets and wide, leafy boulevards, beautiful gardens and impressive monuments, fashionable shops and a cultural life that is coming to the fore as never before.

As expected, the major new museum devoted to Málaga-born Pablo Picasso is dynamising the city. Málaga also has a newish museum of contemporary art and a new fine arts museum is pending. The historic centre is being restored and much of it pedestrianised. The port is being developed as a leisure zone. The city's terrific bars and nightlife, the last word in Málaga «joie de vivre», stay open very late.

Whilst the Mediterranean Sea bathes the Málaga coastline, the Málaga Mountains close ranks behind to form a barrier of peaks that protects the city from the cold. The regulating effect of the sea ensures the characteristic mild temperatures of the area. In the last few years the city has undergone a culinary revolution and has turned into a top gastronomic destination for the visitor.



# The programme

## Animation Leading Broadcasters: Cartoon Network

A major player in animation, Cartoon Network has recently appointed Michael Carrington (former Controller of Cbeebies) as Chief Content Officer EMEA, responsible for the development and creation of all original series, co-productions and programme acquisitions for Turner's portfolio of children's channels within the UK, Middle East and Africa, including Cartoon Network, Boomerang, Boing and Cartoonito. Michael will present his network's ambitions in animation.

## Overview of Co-production Models and Budget Management

Co-production is a long-standing practice in animation and Emmanuèle Pétry will explain what producers need to bear in mind when choosing the partnering company and country. She will look in particular into how you could set up your co-production project from an artistic, financial and legal perspective. In the second part of the session, Marc Dhrami will detail co-production budgets and budget management.

## Writing Business Plans

Business plans help you manage your company whilst also providing useful information to potential investors and partners as to the type of programmes you are producing, your marketing strategy, sales and operational forecasts as well as cash flow projections. What and how should components be included and how can it help you reach your business goals? A presentation by Miles Bullough from Aardman Animations.

## Managing Brands and Finding the Right Partners

Building up Intellectual properties within a studio is the best way to retain most of the revenues and control over production values. It is also a way to build assets as a company in order to negotiate good positions with reference to licensing and merchandising. Insightful European case studies.

## Public Regional Funding for Animated Series

Regions in Europe represent an increasing share of public investment in audiovisual. Charlotte Appelgren, General Secretary of Cine-Regio will present this European network of 32 regional film funds from 15 European countries. She will explain how these funds operate with a particular focus on animation.

## Animation Leading Broadcasters: Canal+ Group

Canal+ is a pay TV channel within a larger group of TVs that includes for its Youth audience, Piwi, TéléTOON, CANAL+ FAMILY on cable and satellite. François Deplanck, SVP Children Programmes and Channels for Canal+ will review his group's animation policy of acquisition and co-production for the different channels.

## Working with a TV and DVD Distributor of Animation Shows

Established worldwide, Awol is an independent TV and DVD distributor of animation series (short and longer formats) which works with young new producers and bigger more established ones. Julie Fox will speak of the different distribution deals, giving an overview of the European and Asian distribution markets.

## Financing Models of Broadcasters

Having a broadcaster onboard your animation show is essential to ensure that your programme will be broadcast but it also helps to trigger pre-sales and possible international co-productions. How do you deal with so many partners from a legal, artistic and business point of view? Natalie Altmann, former Head of Youth programmes at M6 France will give very useful and practical advice to attending producers.

## Co-Production Opportunities with Canada

Canada is the world leader of animation production and the country has put into place an ecosystem of financial support programmes, tax breaks and broadcast quotas that have helped the Canadian animation to thrive. Canadian companies also regularly co-produce with Europe and through case studies, Neil Court will explain how it works in practical terms.

## The International Animation Industry: Production, Financing and Revenue Models

Screen Digest latest report on the Global Animation Industry covers a 5-year period and looks at current developments in financing and exploitation of animation (films and TV series). North America, Australia and Europe are investigated and their financing systems, funding and revenue models are thoroughly examined.

## PRACTICAL INFORMATION

### Registration Deadline

7 June 2010

The booking form must be returned to CARTOON as soon as possible.

### Number of Participants

80 professionals. If there is an overdemand, we observe a «first come, first served» policy.

### Costs

Registration and subscription fee: 300 EUR

Meals cost: 200 EUR

This fee includes documentation, audiovisual material, interpretation and administrative costs as well as 2 dinners, 2 lunches and 4 coffee breaks.

Accommodation and transportation costs are not included. Travel arrangements and accommodation bookings will be handled by CARTOON.

### Location

The event will take place at the Hotel NH Málaga, located in the historic and commercial centre of Málaga.

### Schedule

Arrival: Monday 21 June 2010

Seminar: Tuesday 22 and Wednesday 23 June 2010

Departure: Thursday 24 June 2010 (morning)

### Target Audience

Producers and studio directors, scriptwriters, heads of development, investors, 2D/3D animation directors, new media companies...

### Languages Used

Spanish, English and French  
(with simultaneous interpretation in all 3 languages).

## BOOKING FORM CARTOON FINANCE

To be returned to CARTOON before 7 June 2010

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Surname (Mr / Mrs) .....

First Name .....

Nationality .....

Company .....

Position .....

Company profile .....

Company address .....

..... N° ..... PO Box .....

Post Code ..... Town .....

Country .....

Tel. ....

Fax .....

Email .....

Website .....

Would like to participate at the

**Cartoon FINANCE**

**MÁLAGA, 22 & 23 JUNE 2010**

Cost: 500 EUR (300 EUR for registration and subscription + 200 EUR for meals) to be paid on return of this registration form

Hotel NH Málaga \*\*\*\*

Double room single use 113€/night

Double room 131€/night

Twin room (2 beds) 131€/night

Hotel Atarazanas \*\*\*

Double room single use 86€/night

Double room 91.50€/night

Twin room (2 beds) 91.50€/night

Hotel Carlos V \*\*

Double room single use 54€/night

Room  non smoking  smoking

Flight booking  Yes  No

Vegetarian  Yes  No

Payment by credit card:

VISA  MASTERCARD / EUROCARD

N°

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IBAN account: BE15 – 0682-2876-5130

Bank address: Bd Pachéco 44 – 1000 Brussels – Belgium

SWIFT Code: GKCCBEBB

VAT number/National registration number

Date ..... Signature .....

## CARTOON

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