



**ANIMATION** / PRODUCTION / CO-PRODUCTION / POST-PRODUCTION / DIGITAL & MULTIMEDIA / TELEVISION SERIES / MANAGEMENT & FINANCING / CROSS MEDIA

## **Cartoon 360**

Pitch your animated transmedia project.

**Cartoon 360 is a pitching event totally dedicated to cross-media animation: the next step after Cartoon Forum and Cartoon Movie.**

**Dates: 16-18 November 2021, Lille, France**

**Deadlines for project submission: 27 September 2021**

**Deadline for participant registration: 28 October 2021 (with project); 7 November 2021 (without project)**

The 2 1/2 day event is in two parts:

1. 40-minute pitching sessions by selected producers from animation companies which have a 360 approach built into their project

They have 20 minutes to present the cross-media approach of their project. The pitch focuses on how the project will be/is developed to travel on a selected number of platforms (minimum of two platforms excluding TV and theatre since these formats are not pitched). This is followed by 20 minutes for a panel of interactive and transmedia experts to give their first impression of the pitch and offer guidance and helpful advice

Other participants will also attend the pitching sessions.

2. Didactic presentations by key cross-media players (each in their field). The pitching sessions will be complemented by presentations on key elements of the digital market, such as detailed budget costs, business plans, audience engagement, new partnerships, best practices, distribution etc.

CARTOON will appoint 25 digital stakeholders from the new platforms and cross-media fields who are willing to share their knowledge, including digital representatives of broadcasters, digital entrepreneurs, game companies, game and apps publishers, financiers, digital book publishers, digital distributors, VOD platforms, toy and licensing companies, digital marketing agencies, web and interactive writing specialists.

Photo: © CARTOON

## TARGET GROUP

**Producers wanting to develop a cross-media brand, Animation professionals, Content developers, Distributors & sales agents, Funders & financiers**

## REQUIREMENTS

For professionals.

## COURSE WEBSITE

<http://cartoon-media.eu/cartoon-360.htm>


## COURSE SOCIAL MEDIA

[www.facebook.com.CARTOON.EU](http://www.facebook.com/CARTOON.EU)

[www.twitter.com/CARTOON\\_Media](http://www.twitter.com/CARTOON_Media)

[www.vimeo.com/Cartoonmedia](http://www.vimeo.com/Cartoonmedia)

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 **Project-based, Without project**



**Intermediate | Senior**

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€ **Without project: 300; with a project to pitch: 400**



Professionals from the new MEDIA countries can apply to Cartoon for a scholarship. Numbers are limited.

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 **Included**

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