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Press Release, 28<sup>th</sup> February 2018

## **Animation Production Day 2018 – 48 Outstanding Projects Selected**

A Trend Towards Internationalisation and Diversification

**Stuttgart – 71 animation projects were submitted for the 12<sup>th</sup> edition of Animation Production Day (APD) in Stuttgart. Yesterday, the jury selected 48 of these projects – originating from 19 different countries – to participate in APD. On 26<sup>th</sup> and 27<sup>th</sup> April 2018 the producers of these projects will discuss co-production and financing possibilities with potential partners in a series of pre-planned one-to-one meetings in Stuttgart’s L-Bank. The total production value of the projects is around 170 million Euros. APD is the most important business platform for animation projects in Germany and takes place as part of the Stuttgart International Festival of Animated Film and FMX – Conference on Animation, Effects, Games and Immersive Media. Around a third of the projects presented at APD in previous years have gone on to be successfully produced.**

Seventeen of the projects come from Germany, 28 from other European countries and three from countries outside of Europe. Alongside France and Belgium, Spain and Hungary are also strongly represented with projects from Denmark, the United Kingdom, Ireland, Iceland, Italy, Luxembourg, the Netherlands, the Czech Republic, Serbia, Turkey, Ukraine, Russia, Israel and Brazil also present. It is not only the number of participating countries that grows every year but also the range of projects which extend from TV series, films and games for children to comedy and science fiction projects for teenagers and adults. And, with a total of 11 projects, cross-media formats are also strongly represented. The variety of formats, topics, styles, animation techniques and genres demonstrates the great potential of animation programmes in an increasingly diversifying market.

The participants in the APD Talent Programme in particular are introducing innovative projects. Creative Europe MEDIA funding makes it possible for APD to offer 16 up-and-coming producers free participation in the event. Fresh out of university, they can discuss their ideas with experienced industry experts, establish contact with important decision-makers and develop their career perspectives in Europe. An example of this is the series concept “Dimitri & Kim” from Serbia which qualified for the APD Talent Programme as part of our cooperation with the European *Animation Sans Frontières* training programme.

An overview of all the selected projects can be found on our website at the following link:

<https://www.animationproductionday.de/en/projects2018/>

### **Investors can still register until 6<sup>th</sup> March 2018**

The interest in new ideas is high. Alongside representatives from numerous national and international broadcasters such as ZDF, KiKA, HR, SWR, Super RTL, Disney, BBC, Turner, Canal+, etc, distributors such as Sola Media, MFA+, Koch Films, Edel Germany, DHX Media, Zodiak Kids, APC Kids and also SVoD platforms like Amazon and Hopster have already announced their participation. Funding bodies will also be present. The registration deadline for investors and financiers is 6<sup>th</sup> March 2018.

### **Submissions for the Trickstar Business Award open until 15<sup>th</sup> March 2018**

All projects selected for APD are invited to apply for the **Trickstar Business Award**. In 2018 the 7,500 Euro prize is being presented for the second time at APD by the Stuttgart International Festival of Animated Film (ITFS). Companies with an innovative business model can also apply for the award irrespective of their participation in APD. The **deadline is 15<sup>th</sup> March 2018**. The

application form and detailed terms and conditions can be found on the ITFS website (<https://www.itfs.de/branche/call-for-entries/>).

*About Animation Production Day:*

*Animation Production Day (APD) is a business platform for the international animation industry and is taking place as part of the 25<sup>th</sup> Stuttgart International Festival of Animated Film 2018 and FMX 2018 – Conference on Animation, Effects, Games and Immersive Media. APD is organised by the Film- und Medienfestival gGmbH and the Filmakademie Baden-Württemberg. It brings together co-production, financing and distribution partners for animation projects in a series of one-to-one meetings and, with the APD Conference, offers focused discussions and presentations on current challenges facing the industry.*

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