
Press Release, 21st March 2018

Animation Production Day 2018 – Conference Programme with Top-Class Experts 170 Participants Accredited for Co-Production and Financing Market

Stuttgart – the Conference programme for the 12th edition of Animation Production Day is bringing together top-class speakers on trends and developments in the animation industry. The half-day Conference is taking place on 26th April at Stuttgart's L-Bank. This year, 170 participants from 28 countries are accredited for Animation Production Day which, alongside the Conference, comprises a co-production and financing market for new animation projects. APD is the biggest business platform for the animation industry in Germany and is held as part of the Stuttgart International Festival of Animated Film (ITFS) and the FMX – Conference on Animation, Effects, Games and Immersive Media.

With the title "Enable – Case Studies and Market Trends", the first part of the APD Conference focuses on the challenges involved in the development of new content. Experts have been invited who, beginning from very different starting points, are developing and realising successful material in highly contrasting ways. **Perrine Gauthier and Joeri Christiaen** (Thuristar, Belgium) will describe their journey from creating their short film "850 Meters" to the series "My Knight and Me"; **Eric Shaw** (screenwriter, USA) will discuss the modernisation of a brand with reference to "Muppet Babies"; **Karina Schaapman** (writer, the Netherlands) will report on the successful construction of a 360° brand using her project "Mouse Mansion" as an example; and **Lars Wagner** (Playmobil, Germany) will introduce the digital strategies for the analogue toy world of Playmobil.

The second part of the Conference, the Content Briefing Session, will get underway this year with a keynote speech from **Peter Robinson** (Dubit, UK) who will introduce facts and figures about the ways children and young people use TV and SVoD. Then **Miki Chojnacka** (Chief Content & Creative Officer, Hopster), **Michael Stumpf** (Head of Children & Youth Main Editorial Department, ZDF), **Luca Milano** (Director, Rai Ragazzi) and **Steffen Kottkamp** (Director Kids & Family, Viacom International Media Networks GSA) will introduce their programming strategies with regards to animated content.

Access to the APD Conference is granted to all accredited APD participants and also to industry guests with ITFS and FMX accreditation.

170 participants from 28 countries are accredited for the APD co-production and financing market. In more than 700 pre-planned one-to-one meetings on 26th and 27th April, they will discuss the 48 animation projects selected by the jury from a total of 71 submissions for presentation at this year's APD.

An overview of all the selected projects is on the APD website at:
<https://www.animationproductionday.de/en/projects2018/>

A list of participants is also available on the website at:
<https://www.animationproductionday.de/en/anmelden/participants-2018/>

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 25th 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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