
Press Release, 21 March 2019

Animation Production Days Conference Highlights Current Industry Trends

Stuttgart – the conference programme for the 13th Animation Production Days has been finalised and offers inspiration for the future of the industry with case studies detailing the use of game engines in animation production and new ideas and strategies for the exploitation of animation projects. 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 (ITFS) and FMX – Conference on Animation, Effects, Games and Immersive Media. In addition to the APD conference, Animation Production Days (from 1–3 May 2019) comprises a two-day co-production and financing market. Its conference is being held on the afternoon of 2 May in the Rotunda of Stuttgart’s L-Bank.

In the first part of the conference, producers who have explored new paths will share their experiences. **Thomas Borch Nielsen** (Nice Ninja) and **Dirk Hampel** (B-Water Animation Studios) have both produced projects using game engines and will report on lessons learned.

Can you build a series and establish a successful brand without a linear platform? **Helen Howells** and **Oliver Ellis** from **Hoho Entertainment** will discuss how they refused to give up on their preschool brand, **Cloudbabies**, long after the series finished airing on terrestrial TV in the UK.

Niko and the Sword of Light went from being a hit animated comic book app to an almost cancelled series to an Emmy award winner. Co-creator **Bobby Chiu** will recount the strategies, trials and tribulations behind the series.

In the conference’s second section, the Content Briefing Session, representatives from German and international TV channels and distributors will provide an overview of current industry trends and market developments. **Dr Astrid Plenk** (Managing and Programming Director of KiKA, the Children’s Channel of ARD and ZDF), **Dominique Neudecker** (Senior Manager of Acquisitions & Co-Production, Disney Channels GSA), **Richard Rowe** (Director of International Acquisitions & Co-Productions, DHX Media) and **Chris Rose** (VP of Animation Production/Development, Nickelodeon International) will introduce their programming requirements and 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.

Over 160 participants from 23 countries are accredited for the APD co-production and financing market. In around 800 pre-planned one-to-one meetings on 2 and 3 May, they will be discussing the 50 animation projects chosen by the jury (from a total of 84 applications) to be presented at this year’s APD.

An overview of all the selected projects can be found on the APD website at:
<https://www.animationproductiondays.de/en/anmelden/projects-2019/>

A list of the APD participants can also be found on the website at:
<https://www.animationproductiondays.de/en/anmelden/participants-2019/>

About Animation Production Days:

[Animation Production Days \(APD\)](#) is a business platform for the international animation industry and takes place annually as part of the [Stuttgart International Festival of Animated Film](#) and [FMX – 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. APD 2019 is supported by the Ministry of Science, Research and the Arts Baden-Württemberg, the Creative Europe MEDIA programme, the German Federal Film Board (FFA) and the Medien- und Filmgesellschaft Baden-Württemberg (MFG).

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