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Press Release, 13 April 2021

## The 2021 Animation Production Days conference explores future perspectives for the European animation industry

**Stuttgart – The Animation Production Days (APD) conference, as well as the co-production and financing market, are taking place entirely online in 2021. In addition to looking at how the animation industry has got through the past year, the conference will also explore the future perspectives and trends that are emerging for the post-crisis period. APD, the most important business platform for animation projects in Germany, is a joint venture between the Stuttgart International Festival of Animated Film (ITFS) and the FMX – Conference on Animation, Effects, Games and Immersive Media.**

The first section of the conference, entitled **“Enable! Case Studies and Market Trends”**, will be hosted by APD curator Prof. Lilian Klages and streamed from 3.00 pm on Thursday, May 6th from the FMX studio in Ludwigsburg. In the first case study, **“Ainbo – Spirit of the Amazon”**, Edward Noeltner from the Cinema Management Group will look at the very exciting and innovative animation market in Latin America and use the example of the Peruvian-Dutch coproduction of “Ainbo” to reveal possibilities for European-Latin American cooperation. The second case study will explore the future of transmedia storytelling as a team of students from the Filmakademie Baden-Württemberg present **“NEOSHIN”**, their **cyberpunk project** which combines a narrative series with music and new media to deliver a coherent transmedia experience.

The conference’s second section, the **Content Briefing Session**, will be streamed from 11.30 am to 1.00 pm on May 7th from the studio of the International Festival of Animated Film in Stuttgart. APD curator Christophe Erbès will interview four representatives from major broadcasters and streaming platforms about their current animation programming needs: **Janine Weigold**, Manager of Kids & Family Original Content at Netflix; **Patricia Hidalgo**, Director of Children’s & Education at the BBC; **Orion Ross**, Vice President of Content Animation & Digital at The Walt Disney Company – EMEA; and **Jens Ripke**, Head of Fiction for Children & Youth at ZDF. A subsequent joint panel discussion will look at which animation content is currently in demand and will also explore whether and in what way the pandemic has had an impact on programming strategies and what this means for the animation industry.

APD participants can access the streams via the APD online platform. In addition, the conference will be included in the ONLINE PRO area of ITFS and its first section will be part of the FMX online programme.

More than 160 participants from 25 countries have been accredited for the APD co-production and financing market. From May 4th to 7th, they will be discussing 51 selected animation projects in pre-planned video meetings.

An overview of the selected projects can be found on the APD website:

<https://www.animationproductiondays.de/en/projects-2021/>

An overview of the accredited companies can be found here:

<https://www.animationproductiondays.de/en/participants-2021/>

Alongside the co-production and financing market and the APD conference, there will be additional digital networking opportunities to facilitate industry-specific exchanges and discussions.

*About Animation Production Days:*

*Animation Production Days (APD) is a joint venture of the Stuttgart International Festival of Animated Film and the FMX – Conference on Animation, Effects, Games and Immersive Media. All three events take place simultaneously. The APD's funding partners are the Ministry for Science, Research and the Arts of Baden-Württemberg, the Creative Europe MEDIA Programme of the EU, the MFG Film Funding Baden-Württemberg and the Filmförderungsanstalt (FFA).*

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