

# Finding the right business model for your animated series

24 & 25 June 2008

Munich (Germany)

version française disponible sur  
[www.cartoon-media.eu](http://www.cartoon-media.eu)



Munich Tourist Office - Photo © Christl Reiter

●● **CO-PRODUCING WITH BROADCASTERS**

Negotiating contracts on a global, pay-per window, pay-per download basis? The basket of rights the producer should keep for further exploitation.

●● **UPDATE ON NEW EUROPEAN TAX INCENTIVES**

Following the successful impact on their audiovisual industry of the German, Belgian, Irish... tax break systems, Spain, Portugal and Italy have now set up their own incentives for animation series. A thorough presentation of the schemes.

●● **PRIVATE FINANCING OF ANIMATION**

Investment funds, bank loans, bridge financing, SOFICAs...

●● **ANIMATION OPPORTUNITIES WITH JAPAN**

Japan is now looking for European partners to co-produce animation series. Practical information on how to raise finance and distribute programmes in Japan.

●● **BRAND MANAGEMENT OF TV CHARACTERS**

How can producers not only recoup investment through TV sales but generate ancillary revenues from licensing and merchandising. Is it best to leave this business with a broadcaster or a home entertainment company? Pros and cons.



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# Managing changes, alternative funding and revenue streams

There is a sharp increase in the number of children's channels and a bigger offer of animation programmes... And this despite declining budgets, reduced license fees and a difficult advertising environment both for commercial and public broadcasters. It is further expected that the new channels which benefit from the audience and advertising transfers should get more involved in the acquisition and co-production of animation series.

As competition for children's viewership is harsher, the most sought-after programmes are IPs that can bring audience and exposure on TV, Internet and mobile environments.

Building direct relationships with audiences in the non linear broadcasting world is also changing content (for shorter formats) and its monetary value.

At different levels and scales, production companies enter into partnerships with firms that have interests in the same audience as them, be they telcos, theme parks, game developers... Thus linking audiovisual content to demographics rather than genre.

The audiovisual landscape has changed dramatically and so have the animation market and the producer's trade.

CARTOON FINANCE will look at the traditional and alternative ways of funding animation programmes, through broadcaster's involvement and other public and private financial schemes with particular emphasis on how producers can best manage on and off-screen exploitation of their series. The evolving nature of contracts and budget management will be highlighted during case studies.

## Munich

"Munich nestles between art and beer like a village between hills". Originally written by Heinrich Heine some 150 years ago, these words remain true today. With the *Oktoberfest* and the Opera, the *Hofbräuhaus* beer hall and the *Pinakothek* art galleries, BMW and Bayern Munich, the city manages to marry old Bavarian tradition with vibrant modern life.

The Land's capital has much to offer, from the 15th century Gothic Church of Our Lady to the baroque Nymphenburg Palace, from the Bavaria Film Studios to the *Englischer Garten*, a beautiful park renowned for its lively *Biergärten*.

June 2008 is the time to come. The world-famous Munich Opera Festival will celebrate the 850<sup>th</sup> anniversary of the city with open-air concerts of a rare beauty. It is also the football month as the Euro 2008 semi-finals take place on 25 and 26 June; pubs and streets are likely to be animated! Last but not least, Germany's largest summer film festival, *Filmfest München*, will be held at the end of the month with the participation of our supportive partner Bayerische Staatsregierung.



# The programme

## The changing nature of exploitation rights

The basket of rights a producer should hold on to with particular regard to the emergence of new media rights, broadcaster's requests and new distribution opportunities. A lawyer's and producer's advice on contracts.

## Drafting a financing plan and budget

How can a financing plan be easily understood by co-producers and financing bodies? In international co-productions, budgets need to be drawn very precisely in terms of structure, items, breaking down of expenses and follow up. Key provisions.

## Licensing properties: a low investment cost for a profitable business

Licensing, home entertainment and merchandising revenues can be significant and offer a great opportunity to recoup investment beyond TV sales. The licensing market has its own rules but works best for TV characters. Options need to be examined at an early stage of development. Producer's successful stories.

## Shifts in demographics and tastes

Audience fragmentation, alternative media, decline and even phasing out of advertising revenues, shorter formats, gender-neutral programming... What are the latest trends in broadcaster's commissioning?

## Attracting private investment

In the UK private investment has fuelled the audiovisual industry, drawing new talent and consequently more domestic programme commissioning. As the US looks towards replicating this winning model, how can European companies interest private investors?

Bank loans, SOFICAs, gap financing, risk capital... A presentation of alternative private funding.

## Latest on tax incentives and regional funding in Europe

Spain, Italy and Portugal have now joined the list of European countries offering tax shelter and tax breaks to production companies and investors. A full review of the conditions attached to these real financial savings.

## Co-producing and distributing on the Japanese market

A leader in the global entertainment market, Japan is actively looking for co-producers in Europe and wishes to open its market to European animation. France is a successful exporter of programmes. Our Japanese speakers will give an overview of the animation business on television and recommendations on how to penetrate this flourishing market.

## Developing properties with broadcasters

Acquisition, pre-sales, co-productions... But broadcasters are also interested in ancillary revenues and products deriving from animation series. TV exposure is paramount to brand awareness and extension on other modes of distribution. The advantages of licensing to broadcasters.

## Diversifying sources of revenues

Although of shorter length in exploitation, some deals can be quite profitable with video game companies, mobile operators, and special operations. Feedback from producers.



## PRACTICAL INFORMATION

### Registration Deadline

13 June 2008  
The booking form must be returned to CARTOON as soon as possible.

### Number of Participants

80 professionals. If there is an overdemand, we observe a «first come, first served» policy.

### Costs

Registration and subscription fee: 300 EUR  
Meals cost: 200 EUR  
This fee includes documentation, audiovisual material, interpretation and administrative costs as well as 2 dinners, 2 lunches and 4 coffee breaks.  
Accommodation and transportation costs are not included. Travel arrangements and accommodation bookings will be handled by CARTOON.

### Location

The conference will be held at hotel Le Méridien, located in Munich city centre.

### Schedule

Arrival: Monday 23 June 2008  
Seminar: Tuesday 24 June and Wednesday 25 June 2008  
Departure: Thursday 26 June 2008

### Target Audience

Animation professionals, producers, authors and directors, heads of development, investors, distributors, new media companies ...

### Languages Used

English and French (with simultaneous interpretation in both languages).

## BOOKING FORM CARTOON FINANCE

To be returned to CARTOON before 13 June 2008

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Would like to participate at the  
**Cartoon Finance**  
MUNICH, 24 & 25 JUNE 2008

Cost: 500 EUR (300 EUR for registration and subscription + 200 EUR for meals) to be paid on return of this registration form

### Hotel Le Méridien (on request only) \*\*\*\*(\*)

- Single room 184€/night including breakfast  
 Double room 205€/night including breakfast

### Eden Hotel Wolff \*\*\*\*

- Single room 125€/ night including breakfast  
 Double room 163€/ night including breakfast

### Hotel Ibis Munich \*\*\*

- Single room 86€/ night including breakfast  
 Double room 111€/ night including breakfast

### Flight booking

- yes  no

### Payment by credit card:

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## CARTOON

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