



## **EUROPEAN ANIMATION ACCELERATES GROWTH AT THE 11<sup>TH</sup> CARTOON MOVIE**

- ***Diversity and quality set the tone for European animation***
- ***Participation in the event rises 20%***
- ***The animation and videogame industries strengthen ties***

The film animation sector continues to grow in Europe, overcoming new challenges thanks to its technical quality and artistic wealth. This is one of the main conclusions of the Cartoon Movie -the business forum for the European animation industry- that finalized its 11th edition on March 7 in Lyon, France

Over the three-day event, some 620 sector professionals came together in the capital of the Rhône-Alpes Region to see over 50 productions including both completed films and works in progress. The number of participants, up 20% from a year ago, reflects the growing interest in European animation across the world.

Artistic and technical diversity prevailed once again at the latest edition of this event, which included a range of projects from those produced with traditional techniques such as 2D or stop motion to others with cutting edge technology like 3D stereoscopic. There was also a wide variety of content, from action, adventure and comedy to original films, literary adaptations and television series, among others.

One of the novelties of Cartoon Movie 2009 was the participation of producers from the videogame industry, fruit of the European Association of Animation Film's initiative to develop the synergies between two industries with similar characteristics and challenges. The presentation of a film based on a

game and 25 game development companies was the first example of many possibilities for future cooperation.

As in previous editions, participants were able to catch a glimpse of the latest trends in European animation. This year, 51 projects were presented with a total budget of 370 million EUR, 45 million EUR more than last year. Although France continues to be a driving force behind the sector with presence in 43% of the projects, participation from other European countries is on the rise, with representatives from 15 different countries involved in this year's event. 3D films targeted at family audiences remained the most popular.

Finally, the meeting also hosted the ceremony for Cartoon Movie Tributes 2009, awards which seek to recognize personalities or companies who have had a positive and dynamic influence on the sector. This year, the big winner was the film "The Secret of Kells" -a co-production between Ireland, France and Belgium- which took best director (Tomm Moore) and best producer (Cartoon Saloon, Les Armateurs and Vivi Film) of the year. France's BAC Films was selected best distributor of the year.

After ten years in Potsdam, this was the first time that Cartoon Movie was held in France. The Rhône-Alpes Region has a strong and dynamic audiovisual network, which includes 650 companies, 23 research laboratories and 28 training programmes related to the audiovisual sector. Its capital city Lyon is leader in the interactive entertainment field, including video-games.

Cartoon Movie 2009 was organised by the European Association of Animation Film with the support of the Media Programme of the European Union, CNC (Centre Nationale du Cinématographie), the Rhône Alpes Region, Greater Lyon and in collaboration with the Cluster Rhône Alpes Imaginove (Lyon). Since 1999, more than 130 projects with a total budget of 800 million EUR have obtained full financing thanks to this annual forum aimed at strengthening the production and distribution of animated feature films in Europe. Cartoon Movie's next edition will be held in Lyon from 3 - 5 March, 2010.

For stills of the projects and pictures on the event in high resolution, please visit:  
[www.cartoon-media.be/MOVIE/press.php](http://www.cartoon-media.be/MOVIE/press.php)  
(password: 11inlyon)

To view the full gallery of pictures (downloadable in HD), please visit:  
<http://www.cartoon-media.be/MOVIE/gallery.php>

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