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Animation Production Day 2014 – Looking for submissions of animation projects

Animation Production Day (APD), an event hosted by FMX 2014, Conference on Animation, Effects, Games and Transmedia (April 22-25, 2014) and the 21st Stuttgart Festival of Animated Film (April 22-27, 2014) takes place on April 24 and 25, 2014 for the 8th time. It is an event by Filmakademie Baden-Wuerttemberg and Film- & Medienfestival gGmbH. As a business platform for the international animation industry the APD invites production companies worldwide to submit their animation and digital content projects for which they are searching for co-production, financing and distribution partners.

30 projects will be chosen for participating in the APD. In exclusive and effective 30 minutes one-to-one meetings, producers pitch their selected cinema, TV and transmedia projects to broadcasters, global distributors, publishers, funders, banks, equity investors and potential co-production partners, aiming to identify new financing pathways, production strategies and market applications. To be eligible for submission, projects must be either at the development, production or exploitation stage. The projects must have commercial potential and be marketable internationally. They must be suitable, as brand-building products, for exploitation either in formats for feature film, TV, games or mobile applications.

The program is complemented by the APD conference track, where top-level speakers share their strategies and visions for the future of the animation industry. A Full Access Pass gives [APD](#) participants access to the [Stuttgart Festival of Animated Film](#) and to [FMX, Conference on Animation, Effects, Games and Transmedia](#), giving them the opportunity, alongside their intensive one-to-one meetings, to inform themselves about current trends and productions and to make and maintain contacts in an informal atmosphere.

More than 200 representatives from the German and international animation industry attended APD 2013 to discuss current developments and trends in the transmedia sector. In approximately 380 individual meetings, the 32 projects selected for inclusion were evaluated in terms of brand potential, financing, and production strategy. With 76 companies and institutions from 12 countries in attendance, the APD grew by more than 10 % in comparison with the previous year. List of participants 2013: www.animationproductionday.de/About-APD/Participants-en/

The deadline for project submissions is February 18, 2014.

Submission and application forms for APD 2014 can be found online: www.animationproductionday.de/TN/Teilnahme-en

The **APD participation fee** is EUR 700.00 (incl. 7% VAT) per person.
The **early bird rate** for submissions & registrations before **January 24, 2014** is EUR 650.00 (incl. 7% VAT).

More information on the APD's [website](#)

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Animation Production Day is an event hosted by [21st Stuttgart Festival of Animated Film 2014](#) and [FMX 2014, Conference on Animation, Effects, Games and Transmedia](#), and organised by Filmakademie Baden-Wuerttemberg and the Film- & Medienfestival gGmbH