
Press Release, 7 March 2016

APD reports positive results from project submissions

Stuttgart — Representing a total production budget of circa 150 million euro, 39 animation projects from 14 countries have been selected to participate in the 10th anniversary edition of the Animation Production Day (APD). A continued success story. A business platform for the international animation industry, APD offers German and international producers the chance to meet and present their work in exclusive 30-minute one-on-one meetings with potential co-producers, investors, broadcasters, distributors and funders. Organised by the FMX 2016 Conference on Animation, Effects, Games and Transmedia and the 23rd International Festival of Animated Film, APD takes place April 28th and 29th in Stuttgart's L-Bank and Haus der Wirtschaft.

A total of 54 projects – more than ever before - were submitted to this edition, from which the jury selected 13 films, 23 series and 3 gaming and special projects. Most selected projects are cross- or transmedia creations and have been developed with various formats in mind, including mobile games and apps. Thirteen of the selected projects were submitted by German producers, of which 5 come from emerging producers whose participation is funded by APD. The remaining 26 projects originate from Denmark, Spain, Belgium, France, England, Canada, Sweden, Poland, Hungary, Czech Republic, Slovenia, Macedonia and Turkey. Numerous national and international broadcasters and investors have confirmed their participation this year, including ZDF, KiKA, SWR, WDR, BR, Super RTL, Turner, Disney, Canal+, France Télévisions, WDR mediagroup, Global Screen, m4e, Nelvana, Technicolor, DHX and Saban Brands.

As always, the APD Conference on April 28th makes up an important part of APD's programme. This year's Conference focuses, among other, on animated documentaries. In support of this theme, APD has set-up a collaboration with Documentary Campus e.V., a non-profit organisation that supports German and international documentary filmmakers via diverse educational initiatives, workshops, networking opportunities and consulting sessions that aim to help develop, finance and implement projects as well as to forge international audiences.

APD's goal is to pair projects with relevant partners in order to elaborate production and financing strategies and to find diffusion possibilities. In this spirit, APD serves as a showcase for the German animation industry, facilitating meetings with potential international co-producers and investors. Over the years, APD has aimed to foster international cooperation by working closely together with partner organisations such as the Agence Culturelle d'Alsace, the Danish Film Institute and Catalan Films & TV. This year the event will host its first Canadian delegation thanks to support from the Trade Commissioner Service of the Embassy of Canada.

In order to further facilitate international market access to German producers, in 2015 APD created a successful cooperation with the CARTOON European Association of Animation Film. This cooperation continues in 2016, allowing up to 3 series presented at this year's APD to directly qualify for participation at the Cartoon Forum in Toulouse.



New for this edition is a collaboration with the renowned MIP Junior TV Fair which takes place in Cannes in Autumn.

About Animation Production Day:

Animation Production Day (APD) is a business platform for the international animation industry. APD takes place as part of the 23rd Stuttgart Festival of Animated Film (ITFS) 2016 and the FMX 2016, Conference on Animation, Effects, Games and Transmedia. It is organised by the Filmakademie Baden-Wuerttemberg and the Film- und Medienfestival gGmbH. APD brings together co-production, financing, and distribution partners for animation projects in a series of one-on-one meetings and offers focused discussions and presentations on current challenges facing the industry via the APD Conference. A list of selected projects for APD 2016 can be found here:

www.animationproductionday.de

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