

EUROPEAN FILM FORUM ANNECY 2016

Anncy, 15 June 2016

EUROPE'S ANIMATION INDUSTRY, HOW DO WE BUILD SCALE

Verdi A&B, Imperial Palace

14.30-16:30	<p>The European Film Forum (EFF) was proposed by the European Commission, also responsible for the Creative Europe Programme, in its 2014 Communication on European Film in the digital era. The aim is to develop a strategic policy agenda opening up new perspectives with respect to challenges and opportunities brought about by the digital revolution. In the light of the Commission's Digital Single Market Strategy it is essential to discuss how to enhance the competitiveness, visibility and innovation capacity of the European audiovisual sector.</p> <p>While films are cultural creations, access to finance is an issue of paramount importance. The European Commission wishes to launch an open debate and listen to the views of the key players involved in financing, content production, sales and distribution. What models should be promoted? Should public policies be adapted? How could European films attract more investment? Is today's model still fit for purpose or do we need more agile tools in this fast changing world?</p> <p>Moderator: Ivan Brincat</p>
14:30-14:35	Welcome by Martin Dawson , Deputy Head of Unit, Media Programme and Euronews
14.35-14:45	Snap shot: facts & figures on the Animation Industry in Europe by Marta Jiménez Pumares , European Audiovisual Observatory
14:45-15:05	Interview with Ignacio Perez Dolset , Ilion Animation Studios
15.05- 16:25	<p>Panel Discussion: HOW DO WE BUILD SCALE IN THE ANIMATION SECTOR?</p> <p>There are many success stories in Europe linked to the animation industry and this is concrete proof of the capacity of creative industries to contribute to cultural diversity and boost jobs and growth while harnessing the full potential of digital technologies. But the sector also faces challenges, not least the creative drain to the United States and Asia.</p> <p>While animation films are the category of audiovisual content with the largest European circulation, European animation films struggle to compete with US productions to the extent that between 2010 and 2014, not a single European production made it to the top 30 list of animation films in Europe by admission even though some of these were produced or co-produced by European animation studios.</p> <p>The industry is also facing financial challenges which mainly relate to the fact that animation production is a long and expensive business and has a long return on investment (normally 5 to 10 years) and which hence might not be attractive for private investors.</p>

	<p>What are the steps that need to be taken to address these issues? Can the European animation industry scale? Is there a need for consolidation? How can this happen? And what should be the role of the public sector? What are today's needs in the Animation Sector? And what differences exist between animation for cinema, animation for TV and animation for video games?</p> <p>Panellists: Mikko Setälä, Chief Corporate Development Officer, Rovio Mark du Pontavice, Chairman and CEO, Xilam Annemie Degryse, CEO/Producer Lumiere Group UNIC – name to be confirmed Valérie Bourgoïn, Deputy Director for Audiovisual and Digital Creation, CNC</p> <p>Q & A</p>
16:20 – 16:30	Closing remarks and wrap-up by Martin Dawson