

SPRING 2021

# ANIMATION EXPORT STRATEGY TOOLKIT

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An Animation UK resource sponsored by the Department for International Trade.



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## Credits & Sponsorship

This Toolkit and the accompanying virtual session was developed by Animation UK, authored by Justine Bannister and sponsored by the Department for International Trade.

Huge thanks to all and to our guests at the workshop:



**Natalie Llewellyn,**  
MD, Jellyfish Originals



**Andrew Baker,**  
CEO, Cantilever Media



**Anthony Humphreys,**  
Specialist, DIT

Visit the link below to access a playlist of recordings of the event,  
and to hear from our creative facilitator and guests:

[https://www.youtube.com/watch?v=bFKgd33cmIA&list=PL4OXzVvw\\_F2asp1mA\\_YNfIPTCiI44EhkC](https://www.youtube.com/watch?v=bFKgd33cmIA&list=PL4OXzVvw_F2asp1mA_YNfIPTCiI44EhkC)





## Animation UK; voice of the animation industry in the UK

- Representing production companies, producers, studios, service providers and distributors.
- Advocating and supporting business and sector growth.
- Representing the animation to Government, celebrating our sector's excellence.
- The Export Tool Kit, sponsored by the Department for International Trade, developed by an industry expert, and part of a series of briefing events and practical guidelines to support the UK animation sector.

### Animation UK Council Member Companies:



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**JUSTINE BANNISTER**  
**CREATIVE MEDIA FACILITATOR**  
**JUST B CONSULTING**

Justine is a trilingual children’s media consultant with 25 years’ experience accrued with majors and independents alike, and most notably at 20th Century Fox, Disney Channels France, and Lagardère France. Her skillset spans international distribution, marketing, press, communication, brand management, project sourcing and evaluations, acquisitions, co-productions, casting, production & post-production.

Justine set up JUST B to provide Producers, Creatives, Distributors, Festivals, and Media Conglomerates with bespoke services whereby each project is nurtured from inception through development, production, delivery, commercialization, and building the brand.

JUST B has the vocation to provide Producers, Broadcasters, Distributors, Festivals and Media Conglomerates with a unique global and strategic view of the children’s entertainment industry. Services are tailored to the needs of each client and the nurturing of a project from its very inception through development to production, delivery, commercialisation and building the brand.

JUST B Media Consultancy services cover project evaluation and sourcing, market readiness, pitching, commercial strategy, financing, funding, co-producing, overseeing development and adaptations, casting, dubbing, post-production, International sales, marketing, communication, and press.

JUST B clients include Studio 100, Wild Child Animation, Wolkenlenker, Animation from Spain, NHK Japan, TFO Canada, Reed Midem, Shanghai Media Group China, Animation South Africa, Pro-Chile, Go-N Productions France, The Shanghai Film & TV Festivals, Cinekid Festival, Telefilm Canada, SODEC Quebec, Pink Kong Ireland, Spider Eye UK, JAMPRO Jamaica and MDEC Malaysia.

Justine sits on International Festival juries, panels, and advisory boards and works as an expert on project evaluation for numerous national and pan-regional funding organizations.

For more information visit : [www.justb-consulting.com](http://www.justb-consulting.com)



## INTRODUCTION: ANIMATION TOOL KIT & GUIDE

- The UK Animation Sector is known for its creative excellence, innovation, iconic characters, brands and for creating new worlds for children and all demographics, across all genres.
- Our sector is part of a growing global market, with opportunities for partnership in co-production, commissioning, investment and licensing deals.
- Long and short form, form and TV and advertising; animation is content that has huge export potential, it travels well and transcends language and cultural barriers.
- This introductory guide provides an overview to planning an export strategy. It provides headline information, hints and tips and links which will help you to think about your USP, the markets and territories, marketing and pitching and deal making.



## HOW TO USE THE TOOLKIT

- The business of animation is global & growing and whilst there are many opportunities, developing a strategy for export and international partnership can be challenging.
- This guide provides information and pointers, steps and stages to think about when developing your own strategy.
- It is not a comprehensive digest of information, you will have to do research, your own analysis and arrive at decisions but it will help the process.
- By taking these steps, your company will accelerate your export and business growth, develop your brand internationally, gain international market share, find and support distributors, prepare and leverage trade shows and markets, and above all else grow your exports, commissioning, and customer base.



## GROUNDWORK - AN OVERVIEW

- **IT'S ALL ABOUT YOU!**
- **YOUR PROPERTY**
  - **YOUR USP, BRAND, IP, ASSETS & TEAM**
- **THE CORE VALUE & REALITY CHECKLISTS**
- **YOUR AUDIENCE**
  - **TARGETING, TASTES & CONSUMPTION**
- **UNDERSTANDING INVESTORS**
  - **COMMISSIONING & ACQUISITIONS**
  - **CO-PRODUCTIONS**

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## GROUNDWORK - IT'S ALL ABOUT YOU!

### 5 QUESTIONS

### INVESTORS WILL ASK THEMSELVES ABOUT YOU!

- **WHO ARE YOU?**
- **WHAT IS YOUR UNIQUE CONCEPT?**
- **DO I NEED YOU?**
- **CAN I TRUST YOU?**
- **CAN I AFFORD YOU?**

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## GROUNDWORK – PROTECT YOUR PROPERTY

- **YOUR IP - WHO DOES IT BELONG TO?**
- **HAVE YOU SECURED THE UNDERLYING RIGHTS**
  - **COPYRIGHT, CHAIN OF TITLE, DOMAIN NAMES**
- **HAVE YOU THOUGHT ABOUT THE FUTURE?**
  - **COMPROMISING EQUITY & SHARING IP**
- **LICENSING, PUBLISHING, TOYS & SPIN-OFFS**

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## GROUNDWORK: THE CORE VALUE CHECKLIST

- **CONCEPT:** What's it about? Strengths & Weaknesses
- **TITLE & TAGLINE:** Capturing your concept in a nutshell
- **GENRE & THEMES:** Identifying but not pigeonholing
- **WORLD OF THE STORY:** Where and When?
- **STORYTELLING:** Solid structure, compelling writing
- **DESIGNS:** Are they attractive and appealing?
- **CHARACTERS:** Will the audience care and relate?





## GROUNDWORK: WHO IS YOUR TARGET AUDIENCE?



**PRE-SCHOOL, BRIDGING,  
KIDS, TWEENS, TEENS,  
YOUNG ADULTS, FAMILY...?**



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## GROUNDWORK: WHAT DOES YOUR AUDIENCE WANT?

- **TV IS NOT DEAD!**
  - **AND STILL HOME TO FAVOURITE BRANDS**
- **FAVOURITE BRANDS & FAVOURITE SHOWS**
  - **THESE OFTEN COINCIDE WORLDWIDE**
- **VIEWERS ACCESS WHAT THEY WANT & WHEN THEY WANT IT**
  - **VIA A VARIETY OF DEVICES AT SPECIFIC TIMES**
- **MOBILE CONSUMPTION IS EXPLODING**
  - **CONTENT FROM GAMES TO APPS TO TV SHOWS**
- **KIDS, TWEENS & TEENS JUST WANT TO HAVE FUN**
  - **HUMOUR & COMEDIES ARE N°1 WORLDWIDE**





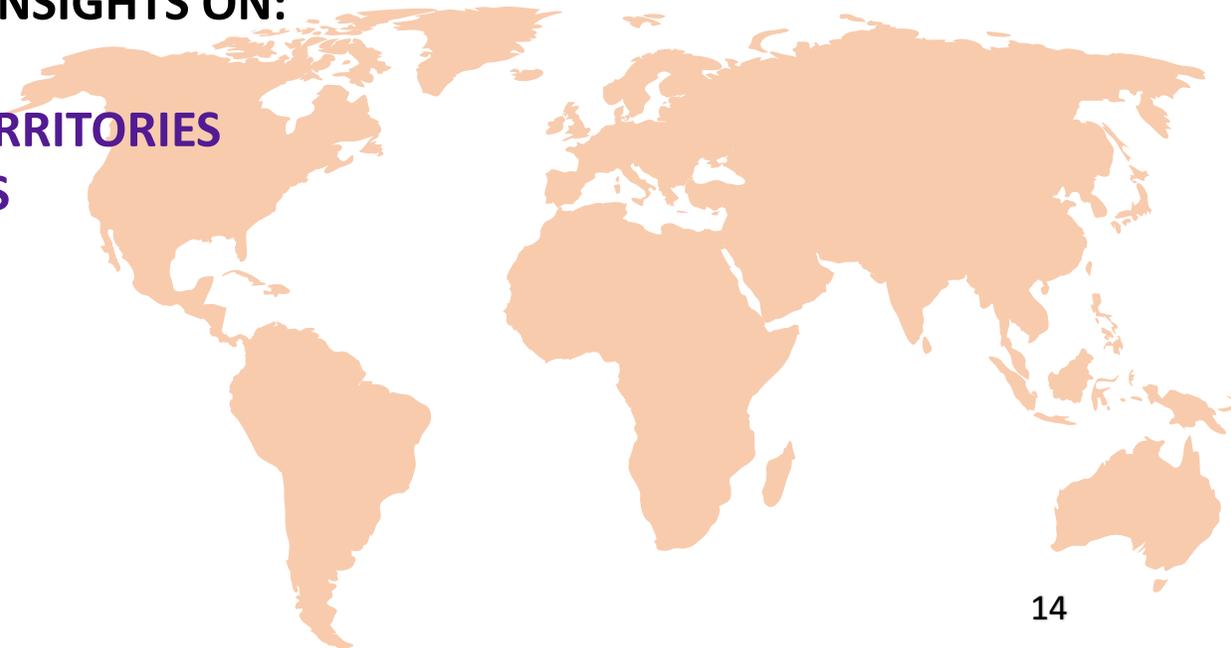
## USEFUL RESEARCH: DUBIT GLOBAL TREND REPORT

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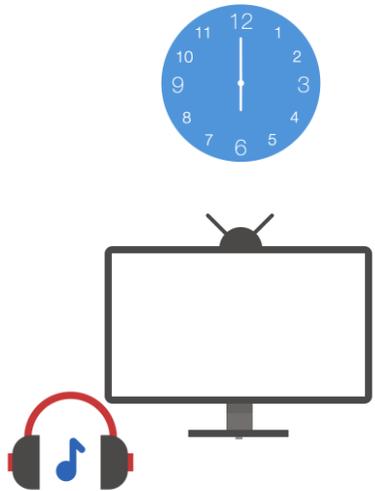
➤ **KIDS ENTERTAINMENT EXPERTS DUBIT DID SOME RESEARCH ON GLOBAL TRENDS AND CONTENT CONSUMPTION, WITH INSIGHTS ON:**

- **EMOTIONAL SCHEDULING**
- **WHAT KIDS ARE WATCHING IN DIFFERENT TERRITORIES**
- **BRAND PASSION IN DIFFERENT TERRITORIES**
- **FAVOURITE TV SHOWS**
- **LINK: [VIEW FULL REPORT HERE](#)**



# Dubit Research on so-called Emotional Scheduling

## A Typical Kid's Media Day



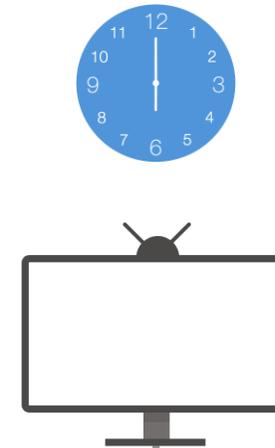
Linear TV still dominates breakfast time for under-11s  
Listening to music is more dominant for teens



Most children are in formal learning (school or remote learning)  
Preschoolers are in play mode at home or in 'day-care'



As the school day ends children socialise with their friends in person (and online)  
They reconnect with their favourite media across tablet, smartphone and games console

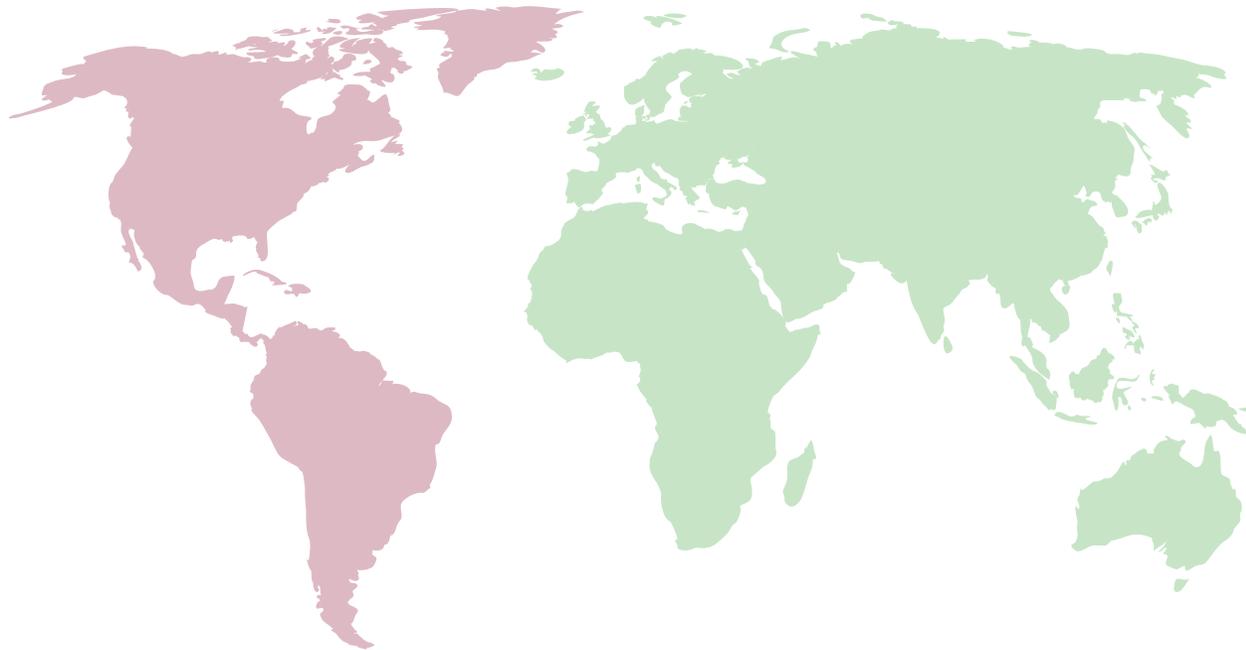


TV once again dominates evenings, but it's more likely to be 'family TV' rather than children's channels



Bedtime is generally 'devices off-time' and for many children reserved for reading

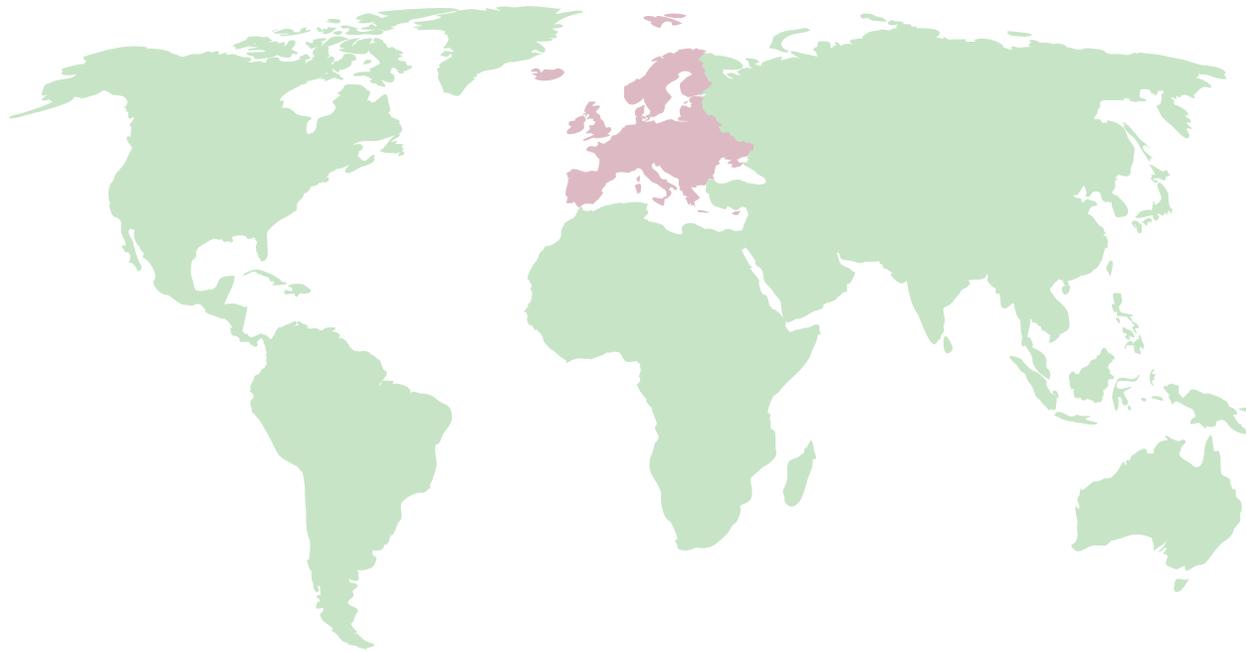
# Dubit Research - What Kids Are Watching: Americas



LINK: [VIEW FULL REPORT HERE](#)

● Kids' linear TV     
 ● Streaming services     
 ● Broadcast networks

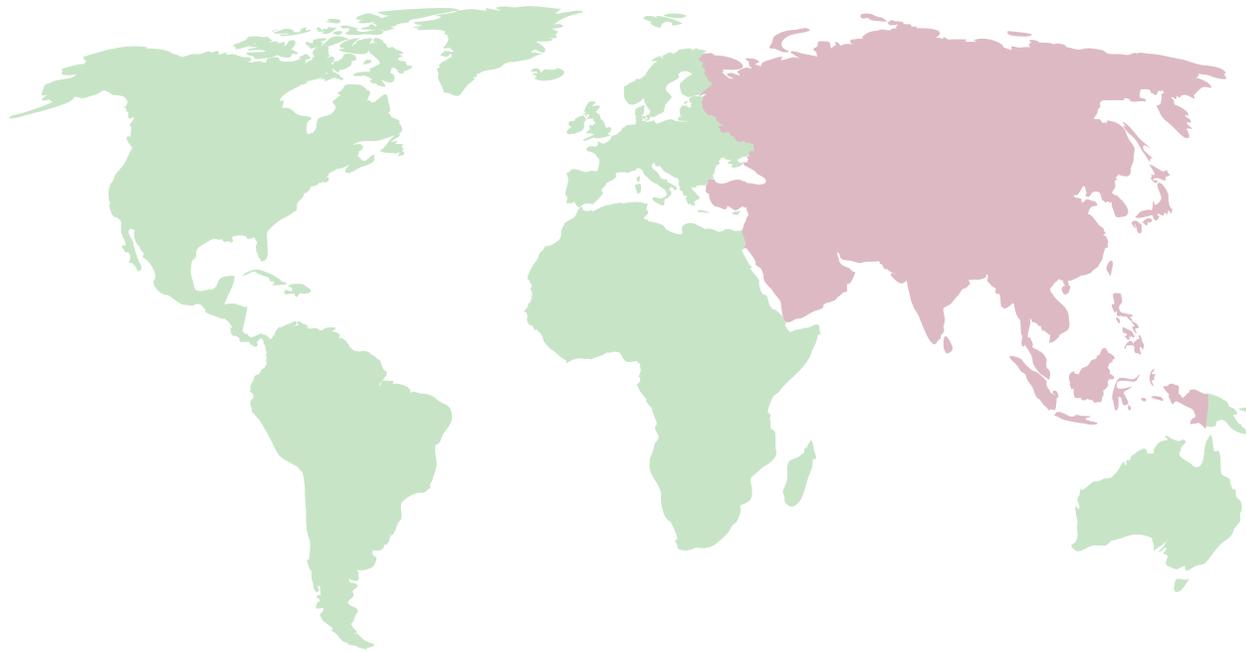
# Dubit Research - What Kids Are Watching: Europe



[LINK: VIEW FULL REPORT HERE](#)

● Kids' linear TV     
 ● Streaming services     
 ● Broadcast networks

# Dubit Research - What Kids Are Watching: Asia



[LINK: VIEW FULL REPORT HERE](#)

Kids' linear TV

Streaming services

# Favourite TV Shows (UK)

BOYS (3-6 YEARS OLD)		
	TV Show	% Fav
1	PAW Patrol	19.8%
2	PJ Masks	12.8%
3	Peppa Pig	11.9%
4	Mr. Bean	5.5%
5	Hey Duggee	5.5%
6	Fireman Sam	5.5%
7	Thomas & Friends	4.8%
8	Peter Rabbit	4.8%
9	Blippi	4.7%
10	Ben and Holly's Little Kingdom	4.0%

BOYS (7-9 YEARS OLD)		
	TV Show	% Fav
1	SpongeBob SquarePants	5.3%
2	The Simpsons	4.2%
3	LEGO Ninjago	4.7%
4	Horrid Henry	1.8%
5	Star Wars	1.8%
6	Power Rangers	1.8%
7	Pokémon	1.2%
8	Match of the Day	1.8%
9	PAW Patrol	1.2%
10	Teen Titans	2.4%

GIRLS (3-6 YEARS OLD)		
	TV Show	% Fav
1	Peppa Pig	30.0%
2	PAW Patrol	22.9%
3	PJ Masks	7.7%
4	Barbie	6.4%
5	Hey Duggee	6.2%
6	Miraculous: Tales of Ladybug & Cat Noir	5.1%
7	Bing	4.3%
8	Waffle the Wonder Dog	3.5%
9	In the Night Garden	3.5%
10	My Little Pony	3.4%

GIRLS (7-9 YEARS OLD)		
	TV Show	% Fav
1	Miraculous: Tales of Ladybug & Cat Noir	5.7%
2	Sam & Cat	5.7%
3	Barbie	4.5%
4	Horrid Henry	4.4%
5	Mr. Bean	4.4%
6	Boss Baby	3.8%
7	PAW Patrol	3.1%
8	Catchphrase	3.1%
9	The Simpsons	3.1%
10	Pokémon	2.6%

# Favourite Characters (UK)

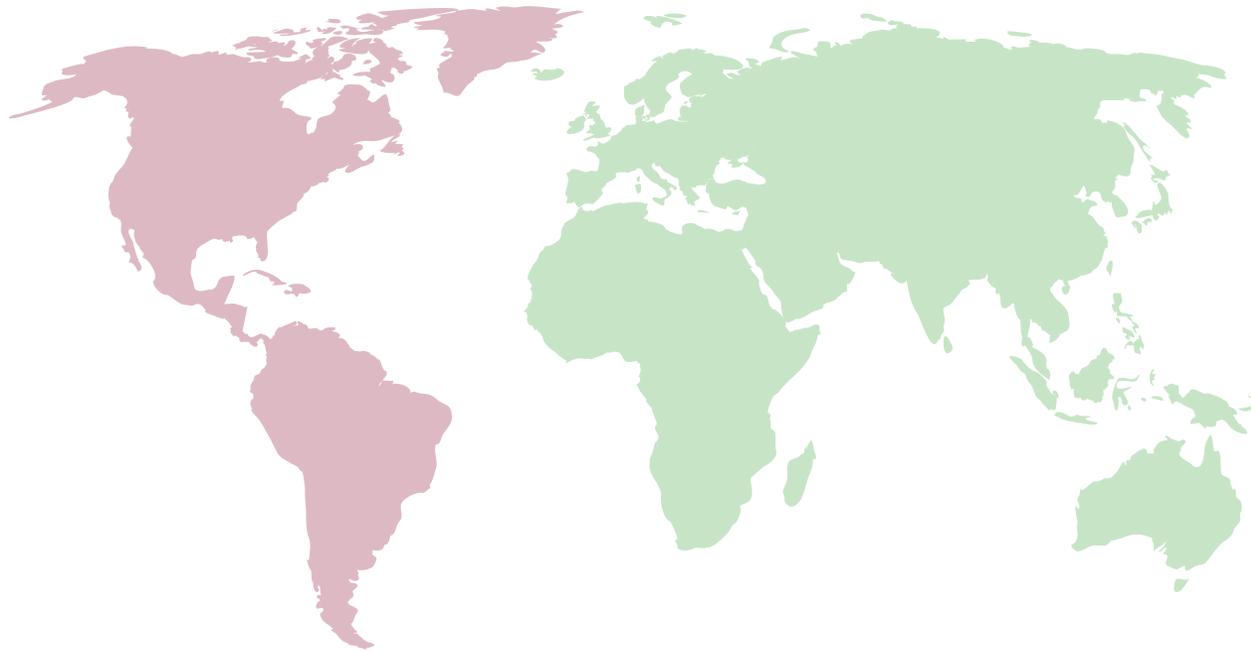
BOYS (3-12 YEARS OLD)		
	TV Show	% Fav
1	Spiderman	10.1%
2	Captain America	7.5%
3	Avengers	7.2%
4	Mr Bean	6.7%
5	Batman	6.2%
6	Darth Vader	6.1%
7	Spiderman	5.9%
8	Horrid Henry	4.6%
9	Pikachu	4.8%
10	Mario	2.9%

GIRLS (3-12 YEARS OLD)		
	TV Show	% Fav
1	Barbie	8.4%
2	Peppa Pig	7.5%
3	Elsa (Frozen)	6.9%
4	Scooby Doo	4.4%
5	My Little Pony	4.3%
6	Pikachu	3.6%
7	Sam & Cat	3.4%
8	Mr Bean	2.9%
9	Horrid Henry	2.8%
10	Harry Potter	2.8%

BOYS (13-18 YEARS OLD)		
	TV Show	% Fav
1	Captain America	6.7%
2	Spiderman	6.4%
3	Darth Vader	5.9%
4	Batman	5.6%
5	Sheldon (Young Sheldon/Big Bang Theory)	4.9%
6	Iron Man	4.6%
7	Doctor Who	4.3%
8	Mr Bean	4.3%
9	David Walliams	3.4%
10	Ant & Dec	2.8%

GIRLS (13-18 YEARS OLD)		
	TV Show	% Fav
1	Harry Potter	7.4%
2	Eleven (Stranger Things)	5.9%
3	Spiderman	5.6%
4	Ariana Grande	3.7%
5	Batman	3.6%
6	Avengers	3.3%
7	Taylor Swift	2.6%
8	Supergirl	2.2%
9	Billie Eilish	1.7%
10	Harry Stiles	1.4%

# Dubit Research - Brand Passion: Americas

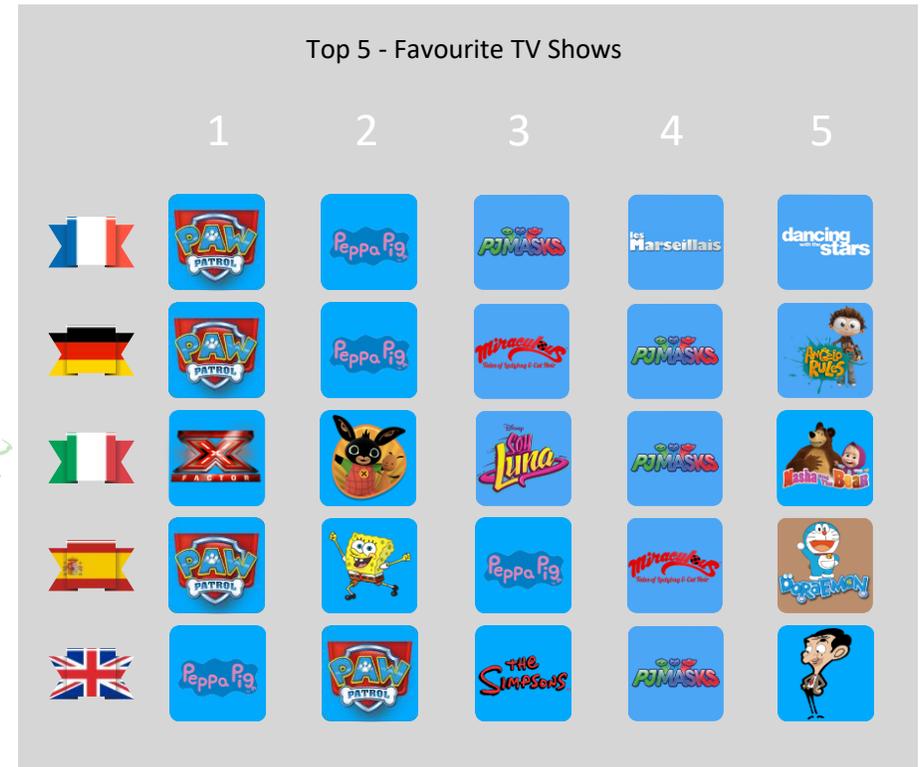
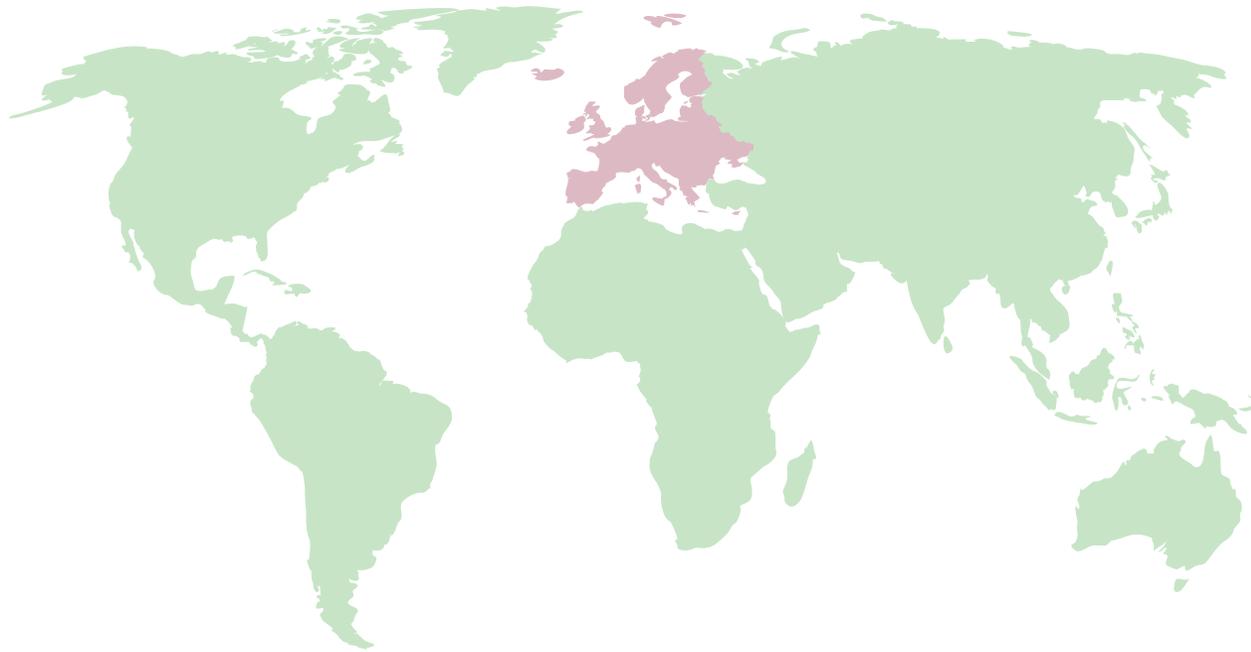


LINK: [VIEW FULL REPORT HERE](#)

Television

Film

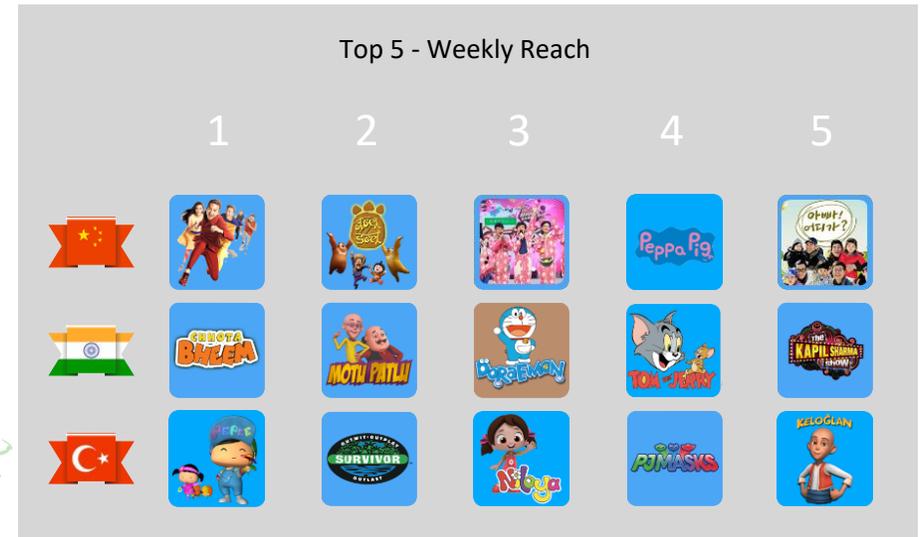
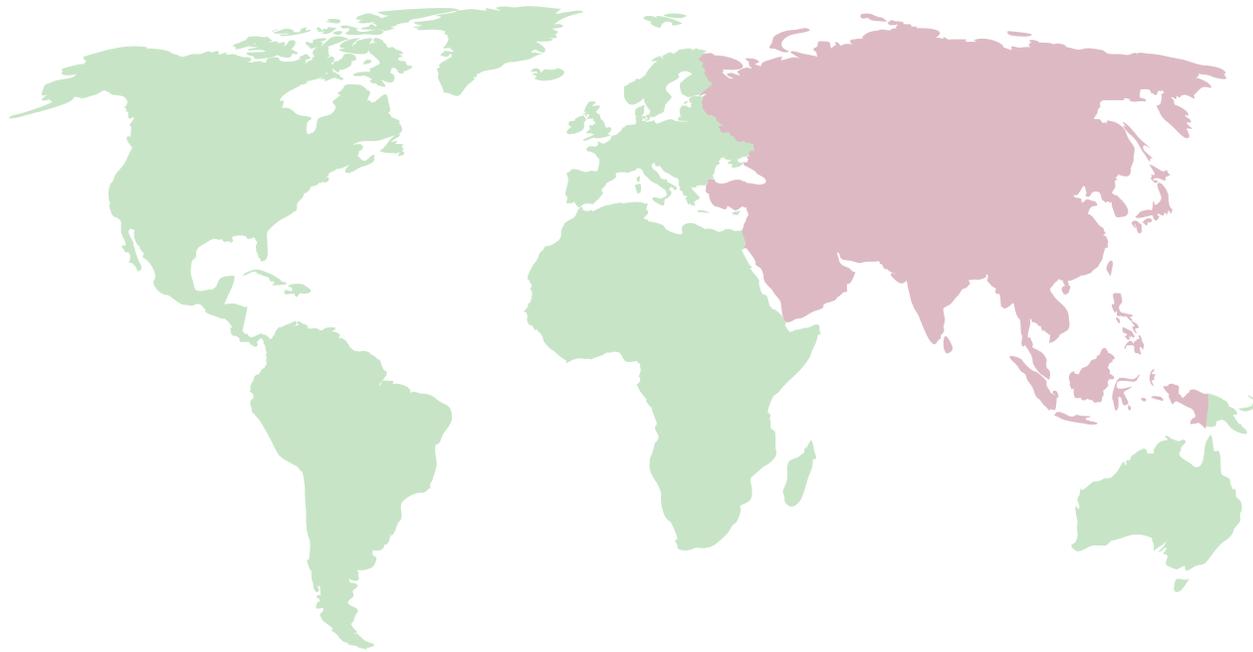
# Dubit Research - Brand Passion: Europe



LINK: [VIEW FULL REPORT HERE](#)

■ Television ■ Print

# Dubit Research - Brand Passion: Asia



[LINK: VIEW FULL REPORT HERE](#)

Television

Print



## GROUNDWORK: KNOW YOUR COMPETITION

### INVESTIGATING WHAT WORKS - WHERE & WHY

- **SUCCESSFUL FEATURES & SHOWS**
  - **WHERE ARE THEY MADE?**
- **WHO IS IN THE NEWS & DOING THE DEALS?**
  - **CHECK OUT THE INTERNATIONAL TRADES**
- **WHAT WORKS FOR THE BROADCASTERS & PLATFORMS?**
  - **ATTEND SESSIONS AT MARKETS & FESTIVALS**
- **WATCH ANIMATION WHENEVER YOU CAN**





## A RECAP ON GROUNDWORK:

- **IT'S ALL ABOUT YOU!**
- **YOUR PROPERTY: USP, BRAND, IP, TEAM, ASSETS & PLANS**
- **THE CORE VALUE & REALITY CHECKLISTS**
- **YOUR AUDIENCE: TARGETING, TASTES & CONSUMPTION**
- **UNDERSTANDING INVESTORS**
- **KNOW YOUR COMPETITION**



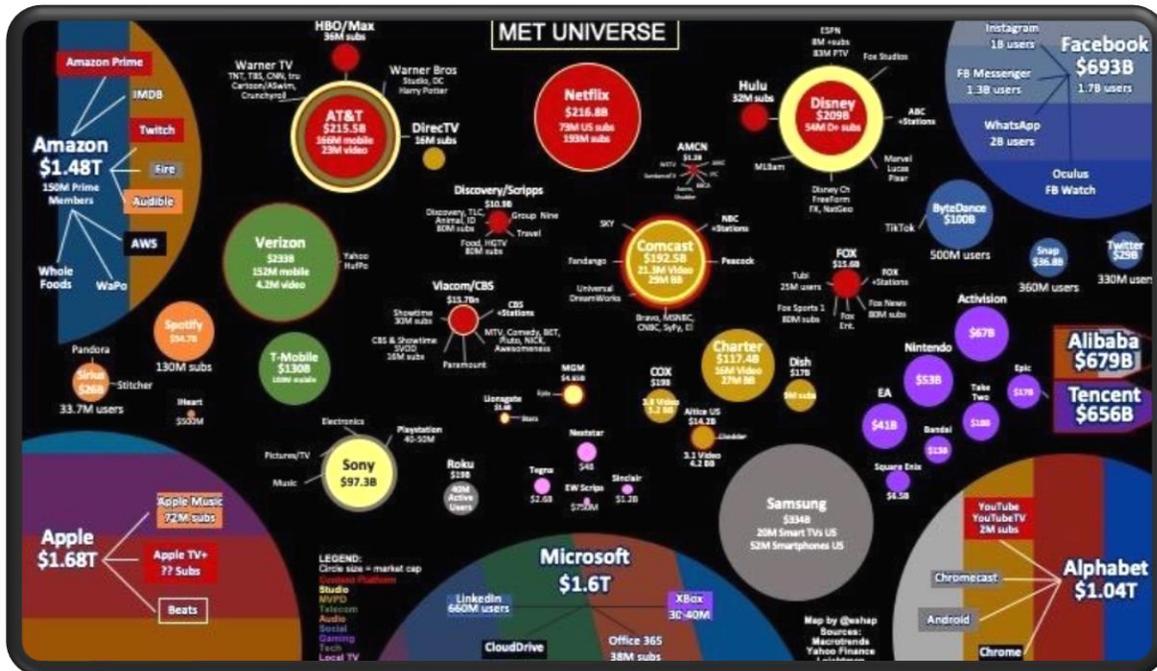
## THE ANIMATION LANDSCAPE: AN OVERVIEW

- **THE ALL-NEW MET VIEW-NI-VERSE**
- **EVOLVING TECHNOLOGY:**
  - **THE ACCELERATION OF INNOVATION**
- **KNOCK-ON EFFECTS OF THE TECH REVOLUTION**
  - **MARKET DISRUPTION**
  - **EVOLVING CONSUMPTION**
  - **CHANGES TO DEAL-MAKING**
- **ANIMATION TRENDSPOTTING**
  - **SPOTTING FUTURE TRENDS**





# THE ANIMATION LANDSCAPE: THE MET UNIVERSE

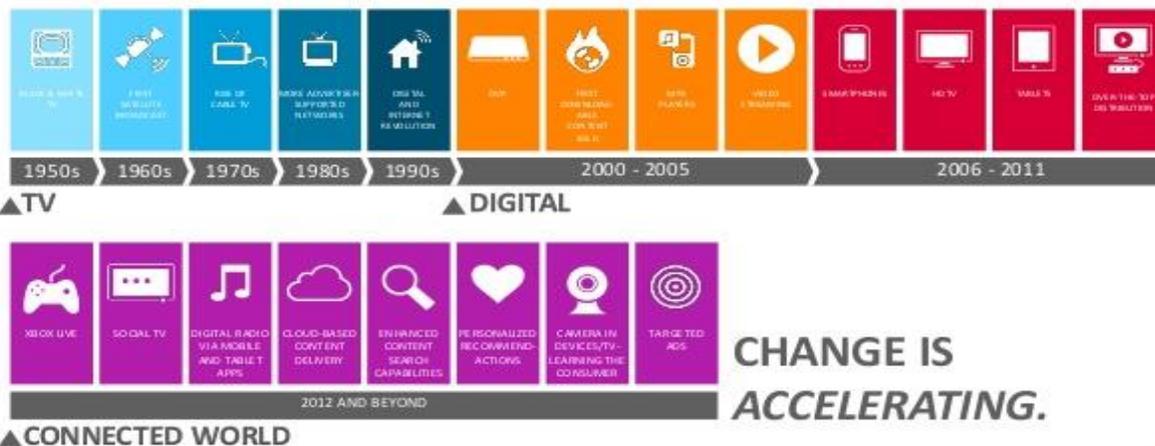


\* MET = MEDIA ENTERTAINMENT TECHNOLOGY

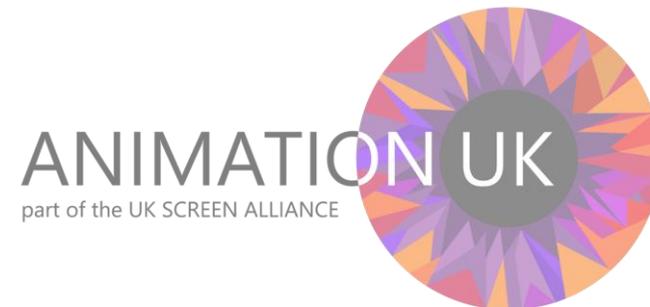


# THE ANIMATION LANDSCAPE EVOLVING TECHNOLOGY & INNOVATION

## A SURGE OF INNOVATION...



**FROM ANALOGUE TO DIGITAL  
IN DECADES AND...DIGITAL TO CONNECTED IN YEARS.**



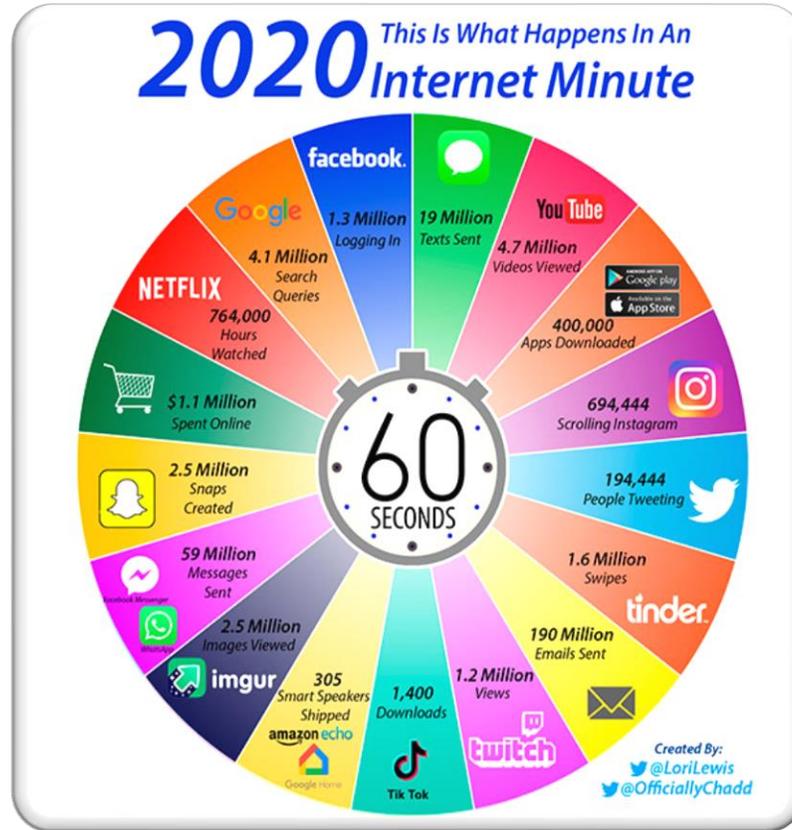
**AND SEE HOW FAST CONSUMERS  
EVOLVE FROM  
TYPE  
TO  
SWIPE  
TO  
VOICE**



# THE ANIMATION LANDSCAPE EVOLVING CONSUMPTION



**IN 2019...  
THIS IS WHAT  
HAPPENED IN  
AN INTERNET  
MINUTE**



**THESE MIND-BLOWING STATS  
HAVE BEEN FURTHER INCREASED  
BY THE COVID-EFFECT**

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## THE ANIMATION LANDSCAPE: MARKET DISRUPTION

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- **A SURGE OF INNOVATION & PLETHORA OF VIEWING DEVICES**
- **GROWING COMPETITION & COMPETITOR CHANNELS**
- **CHANNEL SEGMENTATION & PLATFORM PROLIFERATION**
- **MOBILE VIDEO CONTENT & CONSUMPTION EXPLOSION**
- **SVODs & AVODs RULE!**



## THE ANIMATION LANDSCAPE: CHANGES IN DEAL-MAKING

- **RADICAL DEAL-MAKING CHANGES**
- **THE 'RIGHTS GRAB' & CHAIN OF TITLE**
- **COMPETITION & COMPETITOR CHANNELS!**
- **RE-DEFINING DEFINITIONS SVOD, AVOD, FVOD, TVOD**
- **LICENSE PERIODS, LICENCE FEES & REVENUE MODELS**
- **BUDGET FOR ADDITIONAL CONTENT CREATION**
- **MOBILE VIDEO & ONLINE & DIGITAL**

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**Proceed with caution**

**Chronology /Holdbacks**

**Beware!**

**Know them**

**All change**

**Apps & games**

**The content explosion**

# The Global View from Dubit

## Key Trends:

- **SATURATION**

- IN DEVELOPED MARKETS ACCESS TO TABLETS AND SMARTPHONES IS ALMOST UNIVERSAL. THERE IS AN EVOLUTION FROM 'POLICED' OR OCCASION BASED USAGE TO DEVICES TO ON ALL THE TIME AS KIDS GET OLDER

- **FRAGMENTATION**

- KIDS FIND NEW CONTENT DISCOVERY FAR FROM EASY, SO PLATFORMS THAT HELP KIDS GET TO CONTENT AS QUICKLY AS POSSIBLE WORK WELL

- **LOCALISATION**

- GLOBAL BRANDS ARE PRESENT IN ALL COUNTRIES. HOWEVER, COUNTRIES WHERE ENGLISH IS NOT THE FIRST LANGUAGE, ALTHOUGH THERE IS AN INTEREST IN ENGLISH SPOKEN ENTERTAINMENT, THERE IS A BIGGER DESIRE FOR LOCALISED CONTENT. THIS CAN BE CONTENT ORIGINATING LOCALLY OR LOCALISED PRODUCTIONS OF GLOBAL FORMATS

- **ACCESSIBILITY**

- WHILST HERITAGE BRANDS LIKE DISNEY AND LEGO REMAIN STRONG, MANY OTHER LARGE BRANDS AND OWNERS OF IP HAVE LOST SHARE TO PLATFORMS LIKE NETFLIX AND DISNEY+ AND GLOBAL CONTENT LEADERS SUCH AS MINECRAFT, ROBLOX AND FORTNITE

- **SOCIAL**

- DIGITAL HAS 'COME TO THE RESCUE' AS KIDS HAVE GONE ONLINE TO MAINTAIN FRIENDSHIPS AND INTERACTIONS WITH EXTENDED FAMILY

- **VALUE**

- AS FAMILIES 'CUT THE CORD', CONVERSATIONS ABOUT ENTERTAINMENT BECAME MORE SOPHISTICATED - KIDS AND PARENTS KNOW HOW TO JUGGLE SERVICES TO FIND CONTENT THAT'S CHEAPER OR FREE



## THE ANIMATION LANDSCAPE: TREND-SPOTTING

- **CONTENT FUNDING**
  - **THE BATTLE FOR IP**
  - **BUILDING BRANDS**
  - **CATERING TO KIDS**
  - **BROADCASTER TRENDS**
  - **TARGET AGE TRENDS**
  - **GENRES IN DEMAND**
  - **FORMAT TRENDS**
  - **CONTENT CREATION**
  - **THEMES IN VOGUE**
  - **CRUSADES BEING LED**
- New Models**
  - Platforms vs Broadcasters**
  - Revenue maximisation**
  - Social Media**
  - Interactive, Games**
  - Bridging, Tweens & Teens**
  - Comedy, Comedy & Comedy**
  - Shorter, Serialized...**
  - Hybrid, Virtual, User-Generated, AR**
  - Empathy, Anti-bullying, The Environment, Diversity..**
  - BLM, Saving the Planet, Gender equality**





## THE ANIMATION LANDSCAPE: FUTURE TRENDS

- **CO-CREATION**
- **GENERATION UPGRADE**
- **END OF GENDER TARGETING**
- **MULTI-DIMENSIONAL READING**
- **AUGMENTED REALITY**
- **VIRTUAL REALITY**
- **TWEEN SAFE CONTENT**
- **THE FLAWED CHARACTER**
- **E-SPORTS**
- **VOICE TECHNOLOGY**

**Engaging kids, tweens & teens**

**Activism, Environmentalism**

**Generation genderless**

**The never-ending story**

**Mainstreaming interactivity**

**Democratisation of headsets**

**Age-appropriation**

**Embracing the anti-hero**

**Bringing families together**

**From type, to swipe to talk**

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## A RECAP ON THE ANIMATION LANDSCAPE:

- **THE ALL-NEW MET VIEW-NI-VERSE**
- **EVOLVING TECHNOLOGY:**
  - **ACCELERATION OF INNOVATION**
- **KNOCK-ON EFFECTS OF THE TECH REVOLUTION:**
  - **MARKET DISRUPTION, EVOLVING CONSUMPTION**
  - **CHANGES TO DEAL-MAKING**
- **ANIMATION TRENDSPOTTING & SPOTTING FUTURE TRENDS**



## THE BUSINESS OF ANIMATION – AN OVERVIEW

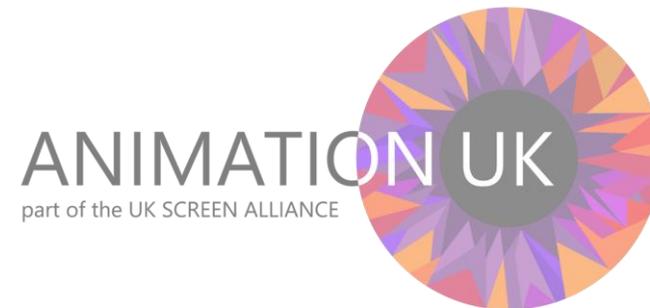
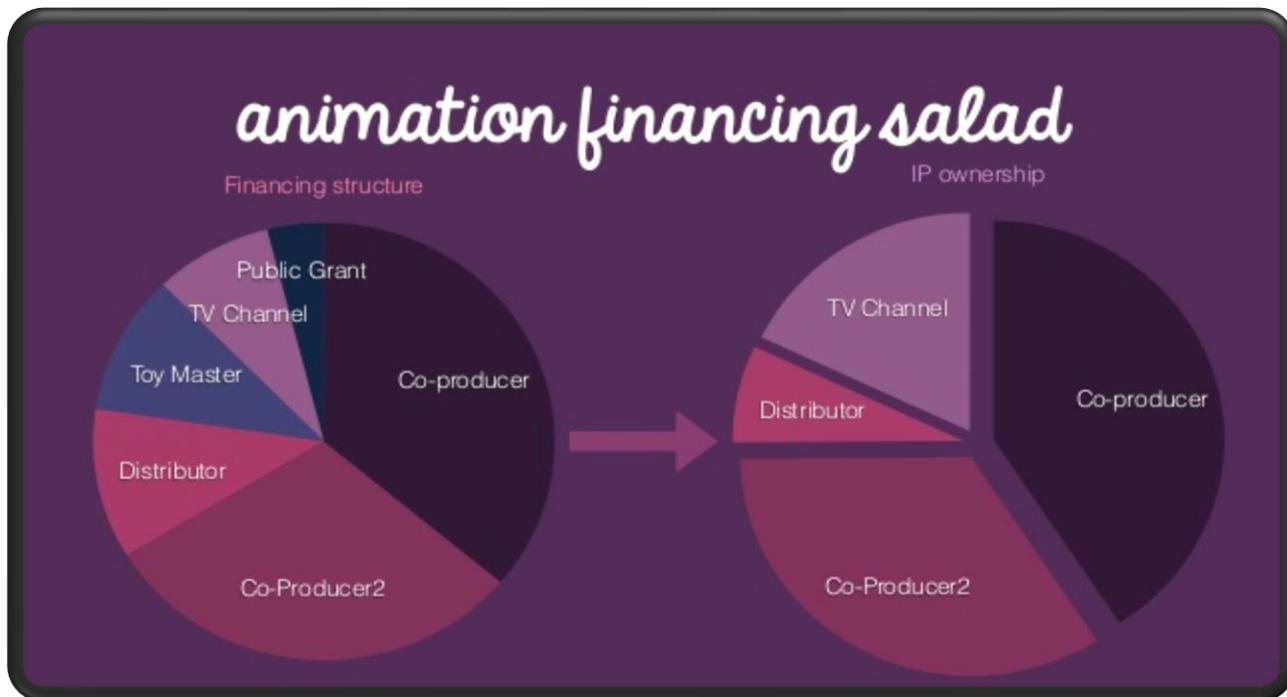
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- **TRADITIONAL VS. NEW & EVOLVING FINANCING MODELS**
- **FINDING THE RIGHT PARTNERS:**
  - **WHO IS APPROPRIATE TO YOUR PROPERTY?**
  - **DO YOU HAVE A COMPLEMENTARY SKILLSET?**
  - **DO YOU KNOW & HAVE YOU RESEARCHED THE PRODUCERS?**
  - **HAVE YOU RESEARCHED THE PLATFORMS?**



# THE BUSINESS OF ANIMATION: TRADITIONAL FINANCING MODELS





## THE BUSINESS OF ANIMATION: NEWER FINANCING MODELS

- GLOBAL BUYOUTS
- WORLDWIDE SVODs
- MULTI-TERRITORY SVODs
- WORLDWIDE AVODs
- AD FUNDED MODELS
- CROWDFUNDING
- PILOT SCHEMES



**Networks: Disney, Nickelodeon & Warner Media**

**Netflix, Disney+, Apple TV+**

**HBO Max, Amazon Kids+, Hulu**

**Kidoodle, YouTube Kids...**

**Google, Facebook Watch...**

**Kickstarter, Indiegogo...**

**Amazon Studios (Now defunct)**

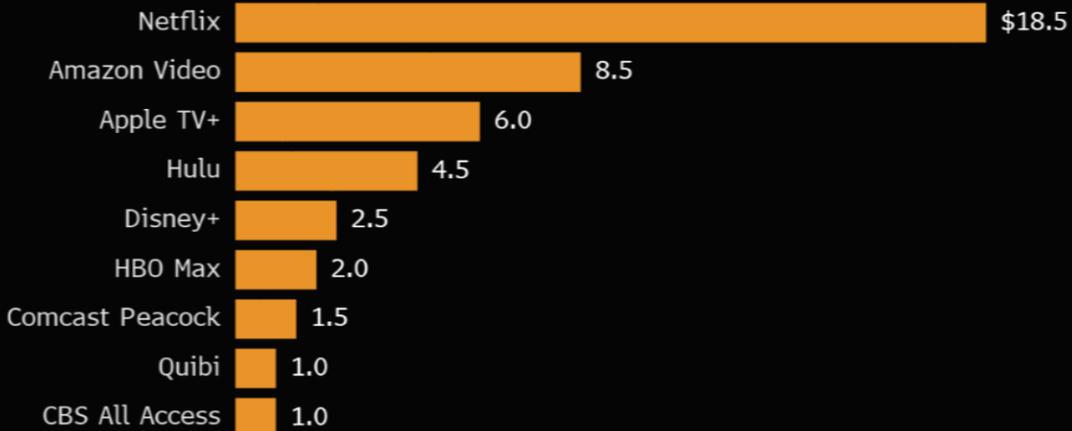


# THE BUSINESS OF ANIMATION: THE BILLION DOLLAR STREAMING WAR

## Showtime

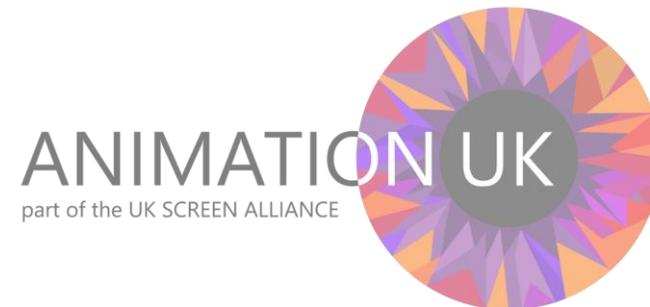
Streaming services are spending billions to produce original content

■ Estimated 2020 Content Budget



Source: Bloomberg Intelligence  
Note: Numbers in billions

Bloomberg



note: numbers in billions  
source: bloomberg intelligence

bloomberg



## THE BUSINESS OF ANIMATION: FINDING THE RIGHT PARTNERS

- **RESEARCH THE KEY PLAYERS WHO CAN INVEST IN YOUR PROJECT**
- **UNDERSTAND THE WAY THEY WORK & HOW TO APPROACH THEM**
- **TEAM UP WITH A LOCAL STUDIO PARTNER FOR ACCESS & LEVERAGE**
- **DO YOUR HOMEWORK ON FUNDING SYSTEMS & TAX CREDITS**
- **READ THE TRADES & MAKE SURE YOU'RE UP TO DATE**





## THE BUSINESS OF ANIMATION: WORKING WITH DISTRIBUTORS

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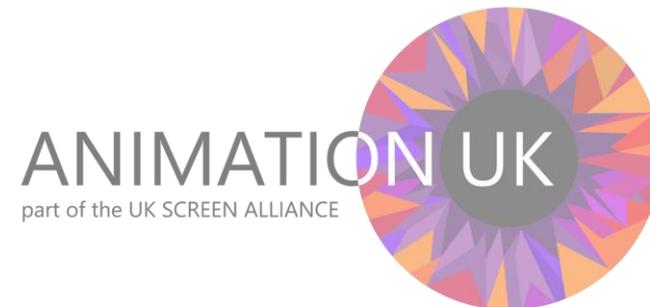
- **RESEARCH KEY PLAYERS WHO CAN INVEST IN YOUR PROJECT**
- **DISTRIBUTORS PLAY A CRUCIAL ROLE IN SUPPORTING YOUR EXPORTS.**
- **CHOOSE YOUR DISTRIBUTOR CAREFULLY, MAKE SURE THEY LOOK AFTER & MAXIMIZE YOUR RIGHTS VIA EVERY AVENUE AS WELL AS HAVING EXPERTISE IN SELLING TO YOUR MARKETS.**
- **TAKE TIME TO PITCH TO THE SALES TEAM, PRIORITISE CREATING THE BEST MARKETING ASSETS AND GIVE THEM THE BEST TOOLS TO WORK WITH.**
- **DO THE DEAL THAT WORKS BEST FOR YOU, CHECK COSTS, CHECK ON ADVANCES, & BIG IS NOT ALWAYS BEST.**



FINDING THE RIGHT PARTNERS  
IN KEY TERRITORIES:  
KNOWING THE PRODUCERS



# THE BUSINESS OF ANIMATION: RESEARCHING BROADCASTERS & PLATFORMS



**GET A SNAPSHOT OF KEY MARKET PLAYERS IN KEY TERRITORIES:  
DEVELOP AN UNDERSTANDING OF MARKETPLACE & PLATFORM POSITIONING**



## THE BUSINESS OF ANIMATION - MEETING PREP



**CLAIRE  
HEINRICH**

Head of Acquisitions,  
Children & Youth  
Department

### FRANCE TELEVISIONS

#### Channel Description

France Télévisions runs five channels: France 2, France 3, France 4, France 5 and France Ô. The company is the leading co-producer and distributor of animated content in Europe, with 155 hours produced with indie prodcos and more than 5,500 hours of animation on air in 2017.

Since April 2014, France 4 has been the new channel for kids and family. Every day from 6 a.m. to 6:30 p.m., its mission is to target all kids, preschoolers and kids from 6 to 10, and to create a bond between generations of families.

In addition, France 3 airs animated shows targeting kids 6 to 9 in its dedicated Ludo block in the morning, and France 5 targets preschoolers in the Zouzous block in the morning.

#### Current Requirements

France Télévisions is looking for shows with lots of humor and appealing characters for kids, such as Grizzly and Lemmings, Jungle Bunch, Angelo Rules and Ninjago. They are also looking for preschool shows with strong edutainment content aimed at arousing children's curiosity and teaching them about living together. Any show with a new look or design is welcome, and they are always looking for seasonal specials (Christmas, back-to-school, etc.).

#### Top-Performing Shows

Masha and Michka, Grizzly and Lemmings, Jungle Bunch, Simon, Louie, PJ Masks

#### How to get in touch

Make an appointment at a market (Kidscreen, Miptv, Mipcom, Mifa, Cartoon Forum...) and via email ([claire.heinrich@francetv.fr](mailto:claire.heinrich@francetv.fr)).

#### For more information

See: <https://www.zouzous.fr/>



**KEY MARKET PLAYERS IN KEY TERRITORIES:  
RESEARCH THEM & UNDERSTAND THEIR NEEDS**



## A RECAP ON THE BUSINESS OF ANIMATION:

- **TRADITIONAL VS. NEW FINANCING MODELS**
- **FINDING THE RIGHT PARTNERS:**
  - **WHO IS APPROPRIATE TO YOUR PROPERTY?**
  - **KNOWING & RESEARCHING THE PRODUCERS**
  - **KNOWING & RESEARCHING THE PLATFORMS**
  - **GET A MARKET SNAPSHOT OF KEY TERRITORIES**



## YOUR EXPORT STRATEGY - AN OVERVIEW

- **THE SVODS:**
  - NETFLIX, APPLE TV+, AMAZON KIDS+ /PRIME, HULU, CRUNCHYROLL...
- **THE PLATFORMS PREVIOUSLY KNOWN AS 'NETWORKS'**
  - DISNEY CHANNELS AND NOW DISNEY+ & DISNEY STAR
  - VIACOM CBS CHANNELS – NICKELODEON & VIS STUDIOS
  - WARNER MEDIA – HBO MAX, CARTOON NETWORK, BOOMERANG
- **THE AVODS:**
  - YOUTUBE, KIDOODLE, HOPSTER...
- **KEY FINANCING/CO-PRODUCING & TAX CREDIT TERRITORIES**

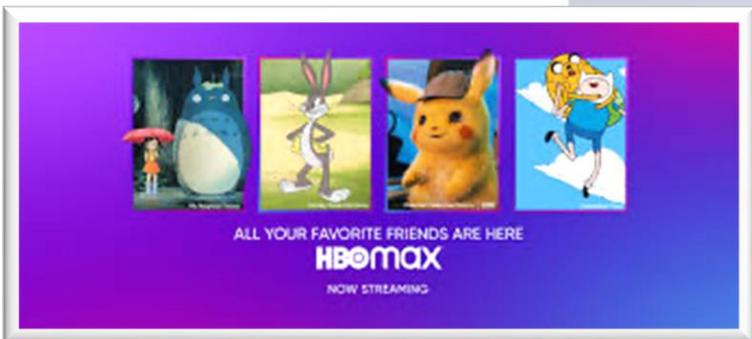




# YOUR EXPORT STRATEGY - THE GLOBAL PLAYERS

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## YOUR EXPORT STRATEGY: KEY TERRITORIES TO CONSIDER

### ➤ NORTH AMERICA

- US & CANADA

### ➤ ASIA PACIFIC

- AUSTRALIA, CHINA & MALAYSIA

### ➤ THE TAX CREDIT KINGS

- BELGIUM, IRELAND & THE CANARIES





# THE AMERICAS: WORKING WITH THE US



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## WORKING WITH THE US: SOME USEFUL LINKS

- [Cartoon Brew - Ultimate Guide to Streaming](#)
- [Masterclass – 9 ways to finance films in the US](#)
- [Gkids International Animation Festival New York](#)
- [The American Film Market](#)
- [Animation Magazine – Subscribe to the Newsletter](#)
- [Animation World Network – Animation & VFX](#)

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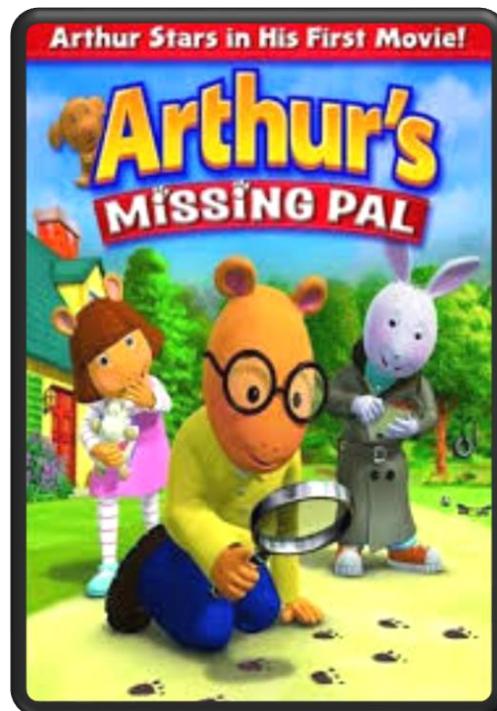
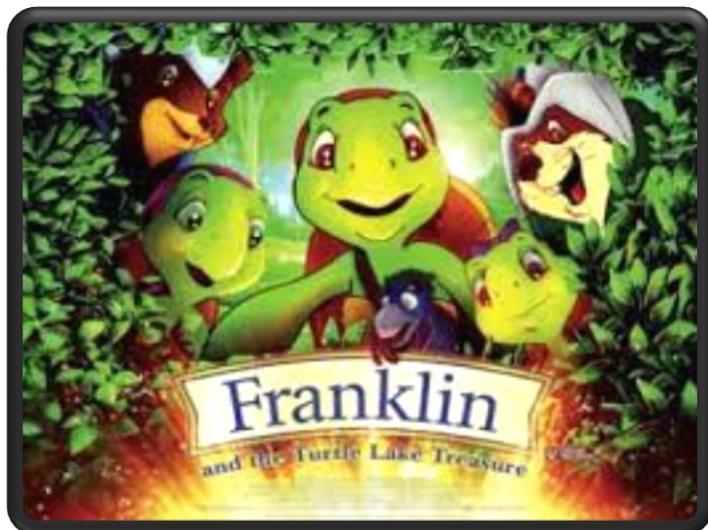
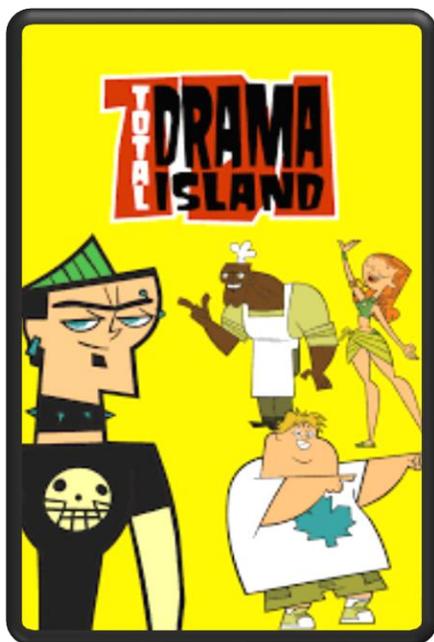




# THE AMERICAS: WORKING WITH CANADA

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# Canada Co-Production

## Example: QPootle 5

- 'QPootle 5' cgi Pre-school Series & Feature Film
- Saturday Animation in Montreal as co-production partner
- Initial Meeting in 2016; Meetings at Kidscreen each year & 2 visits to Montreal
- Joint development in 2020 – designs and teaser
- Proposed Co-Production Split:
  - UK: Pre-production and Post
  - Canada: Storyboards, Animation





## WORKING WITH CANADA: SOME USEFUL LINKS

- [Canada's Tax incentives for Animation](#)
- [Telefilm Canada – co-production certification process](#)
- [The Shaw Rocket Fund & Contact: \[info@rocketfund.ca\]\(mailto:info@rocketfund.ca\)](#)
- [Canadian Trade Association for Producers - \[susanne.vaas@cmpa.ca\]\(mailto:susanne.vaas@cmpa.ca\)](#)
- [Heritage Canada audiovisual treaty benefits per region](#)
- [Financing Expertise: Rosemary Klein: \[Rosemary@industrymedia.tv\]\(mailto:Rosemary@industrymedia.tv\)](#)

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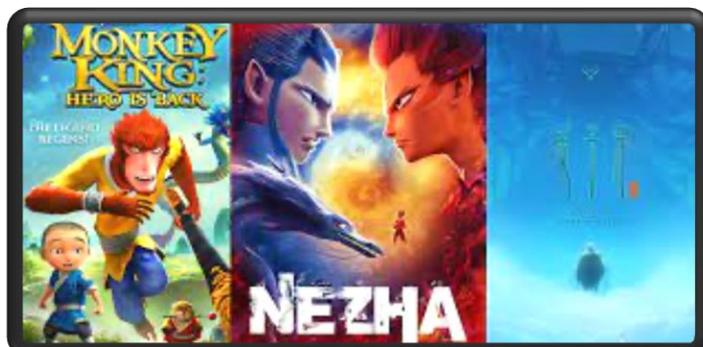


# ASIA PACIFIC: WORKING WITH AUSTRALIA, CHINA & MALAYSIA

## AUSTRALIA



## CHINA

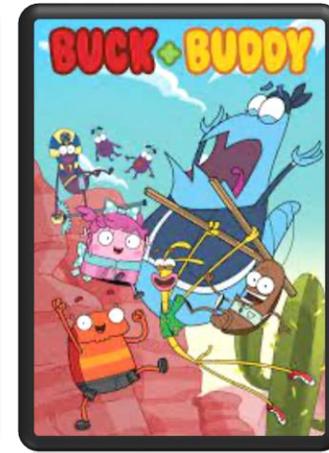
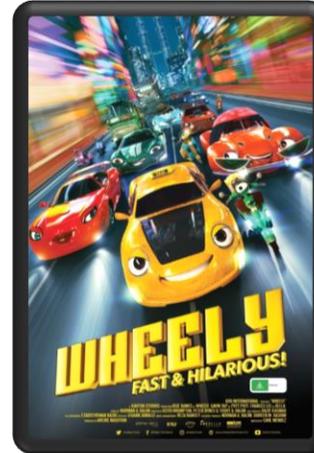


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## MALAYSIA





## ASIA PACIFIC: WORKING WITH AUSTRALIA...

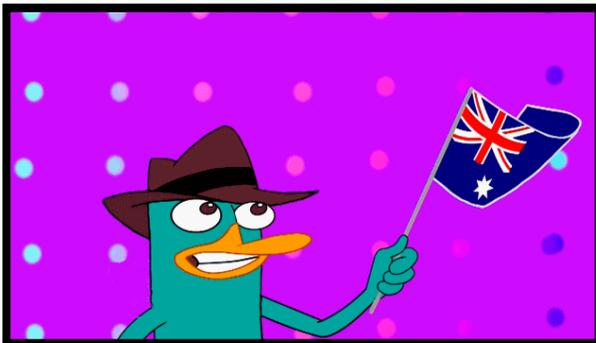
### ➤ SCREEN AUSTRALIA GRANT SUPPORT:

- DEVELOPMENT
- PRODUCTION
- CO-PRODUCTION
- LICENSING & MARKETING

### ➤ PRODUCER OFFSET

- EFFECTIVELY A 30% REBATE
- 40% FOR FEATURES

### ➤ SERVICING EXCELLENCE



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## ...AND DON'T FORGET NEW ZEALAND!

THE NEW ZEALAND FILM COMMISSION GRANTS ADVANCED & EARLY DEVELOPMENT FUNDING IN ADDITION TO PRODUCTION FUNDING & AN ADDITIONAL 20% POST PRODUCTION REBATE



## WORKING WITH AUSTRALIA: SOME USEFUL LINKS

- [UK Australia Co-production info](#)
- [Screen Australia Incentives Brochure](#)
- [Ausfilm Screen Tax Incentives & Services](#)
- [New Zealand Film Commission – Co-productions](#)

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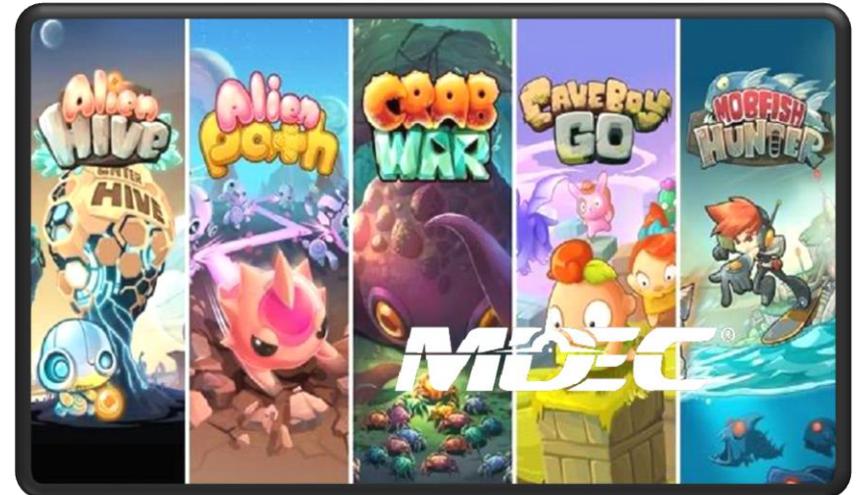


## ASIA PACIFIC: WORKING WITH MALAYSIA

- **MDEC GRANT SUPPORT:**
  - DEVELOPMENT
  - PRODUCTION
  - CO-PRODUCTION
  - LICENSING & MARKETING
  
- **SERVING PROWESS:**
  - 30% REBATE ON
  - MALAYSIAN SPEND



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## WORKING WITH MALAYSIA: SOME USEFUL LINKS

- [FIMI Film incentives in Malaysia – Overview](#)
- [FIMI Film Incentives in Malaysia - Application](#)
- [MDEC Initiatives for digital creative content](#)

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## ASIA PACIFIC: WORKING WITH CHINA

- **CASE STUDY: BATTLE OF THE BUGS**
  - **JELLYFISH PICTURES & ALPHA MEDIA GROUP**
  
- **WORKING WITH CHINA**
  - **USEFUL LINKS & TIPS**



## CASE STUDY: ORIGINALS - BATTLE OF THE BUGS

Originals Co-Production with Alpha Group, one of China's largest and most successful entertainment and toy companies.

**JELLYFISH**  
ORIGINALS

### CHALLENGE

- To meet Alpha Group's commercial remit to produce a toy-driven property whilst balancing cultural expectations of the Chinese market and delivering a kids' brand with global appeal.
- To ensure that the programme qualifies as 'original Chinese content' through production work-split -50% to be produced out of China.

### STRATEGIC PARTNERSHIP

- Jellyfish Originals provided visual development services on a buy-out basis, including bible and script development and animation promo production.
- Jellyfish Originals is leading the broadcast media distribution rights management outside of China and SE Asia.
- Alpha Group is leading the Master Toy efforts.
- Production Budget is 60% Financed -30% cash investment from Alpha Group and 30% non-cash investment from Jellyfish Originals. Gap financing to be achieved through commissioning broadcast license fees, pre-sales and possible distribution advance
- Upon greenlight, IP ownership will be split 50/50 between both parties.
- Jellyfish Pictures will provide pre and post-production services and animation management of Chinese studio partner.



CG Animated Comedy-Adventure Series  
Targeted at Kids 6 -10 years

26x22'

Created by Simon Nicholson, Head Writer  
on Disney's PJ Masks

# BATTLE OF THE BUGS



JELLYFISH  
ORIGINALS



## WORKING WITH CHINA: SOME USEFUL LINKS

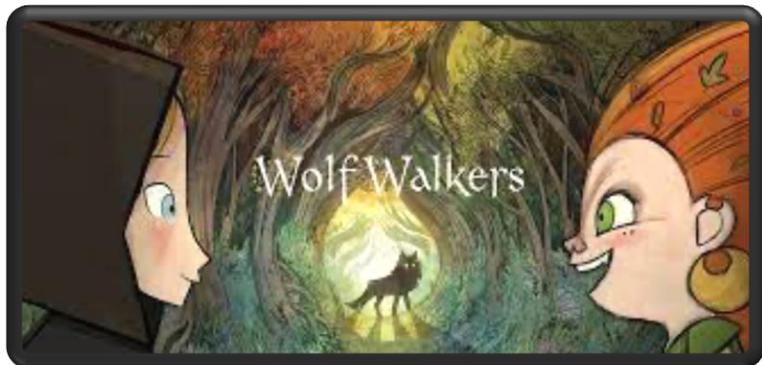
- [FIMI Film incentives in Malaysia](#) –
- [CAF Animation Festival 2021](#)
- [Shanghai TV & Film Festivals 2021](#) – **Contact:** [yanminyin@stvf.com](mailto:yanminyin@stvf.com)
- [China Film Insider – Chinese Animation](#)

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# THE TAX CREDIT KINGS: WORKING WITH IRELAND





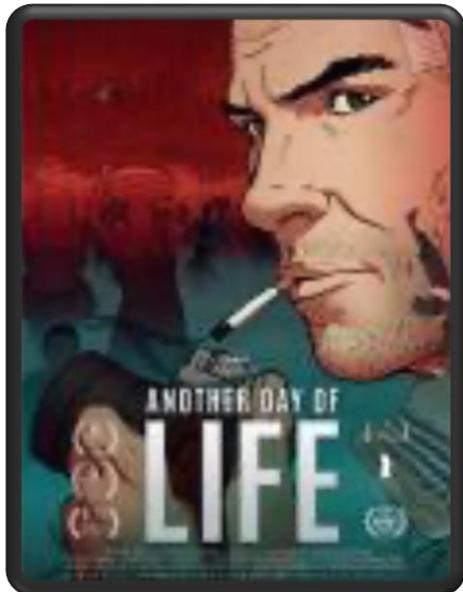
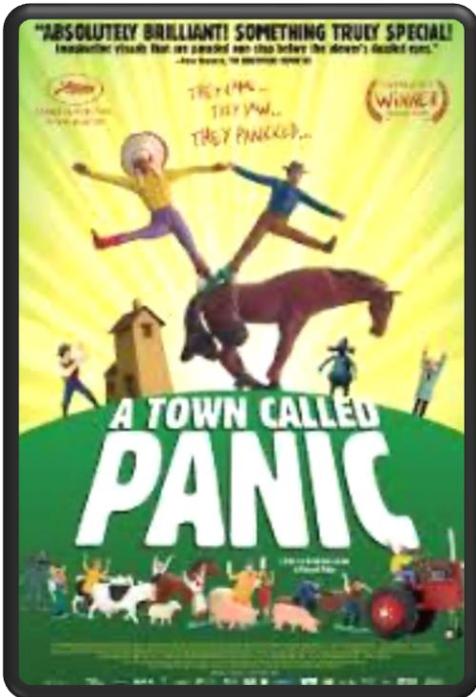
## WORKING WITH IRELAND: SOME USEFUL LINKS

- [Screen Ireland Funding](#)
- [Screen Ireland Filming – Section 481](#)
- [Animation Ireland website](#) - [info@animationireland.com](mailto:info@animationireland.com)





# THE TAX CREDIT KINGS: WORKING WITH BELGIUM



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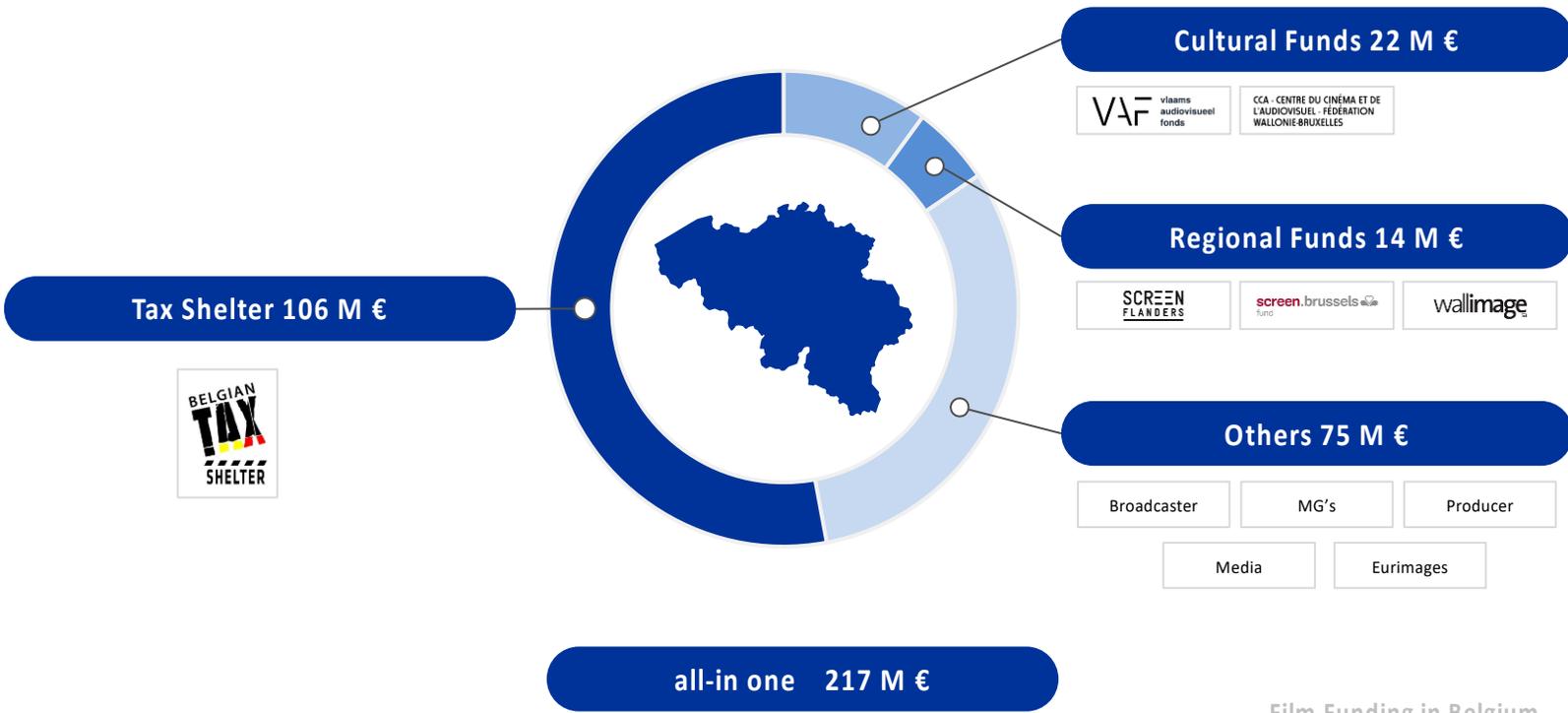
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# THE TAX CREDIT KINGS: WORKING WITH BELGIUM

## The Belgian addition 1 + 2 + 3





## WORKING WITH BELGIUM: SOME USEFUL LINKS

- [Screen Brussels website](#)
- [VAF – Flanders Audiovisual Fund website](#)
- [Wallimage Film Fund website](#)
- [Olffi – Film Funding in Belgium](#)

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Tailor made Creative, Financial & International Strategy for Media Projects

# THE TAX CREDIT KINGS: WORKING WITH THE CANARY ISLANDS



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## WORKING WITH THE CANARY ISLANDS: SOME USEFUL LINKS

- [Proexca Cultural Mission](#)
- [Gran Canaria Film Commission](#)
- [Tenerife Film Commission](#)
- [Quirino Awards](#)





## **A RECAP ON YOUR EXPORT STRATEGY:**

- **RESEARCH THOSE WHO CAN INVEST IN YOUR SHOWS**
- **UNDERSTAND INVESTORS & HOW TO APPROACH THEM**
- **TEAM UP WITH A LOCAL STUDIO PARTNER TO GET ACCESS**
- **DO YOUR HOMEWORK ON FUNDING SYSTEMS & TAX CREDITS**
- **CHECK OUT SHOWS THAT WORK INTERNATIONALLY & WHY**
- **READ THE TRADES & MAKE SURE YOU'RE UP TO DATE**



## **ROUTES TO MARKET – AN OVERVIEW**

- **A GUIDE TO INTERNATIONAL MARKET PLACES**
- **PURPOSES AND SCOPE OF EACH MARKET;**
  - **REASONS FOR ATTENDING**
  - **WHICH SPECIFIC MARKETS ARE RELEVANT & WHEN**
  - **HOW TO PREPARE**
  - **HOW TO ACHIEVE RESULTS**





## **ROUTES TO MARKET: INDUSTRY EVENT OPPORTUNITIES**

- **BUILD YOUR PROFESSIONAL NETWORK AT AN INDUSTRY EVENT**
- **ATTEND CONFERENCES/SESSIONS LED BY INDUSTRY EXPERTS**
- **MEET INVESTORS & POTENTIAL PARTNERS IN PITCHING SESSIONS**
- **UNDERSTAND BROADCASTER & PLATFORM REQUIREMENTS**
- **PROMOTE YOUR STUDIO TO POTENTIAL PARTNER STUDIOS**
- **RESEARCH & IDENTIFY POTENTIAL PARTNERS & REACH OUT**





## ROUTES TO MARKET- FINANCING EVENTS & FORUMS

*Where...*

*New projects & concepts are pitched to international investors:*

- **KIDSCREEN SUMMIT February, Miami USA**
- **CARTOON MOVIE March, Bordeaux France**
- **M-BRANE FINANCING FORUM, March, Malmö Sweden**
- **APD (Animation Production Day) April, Stuttgart Germany**
- **CARTOONS ON THE BAY April, Turin Italy**
- **ANNECY/MIFA – June, Annecy France**
- **CHILDREN'S MEDIA CONFERENCE July, Sheffield UK**
- **WARSAW KIDS FILM FORUM September, Warsaw Poland**
- **CINEKID – October, Amsterdam Netherlands**





## ROUTES TO MARKET - SALES MARKETS

*Where...*

*New projects & concepts are pitched to international investors:*

### TV SALES MARKETS

- MIPTV, MIPCOM JR, MIPCANCUN Cannes, April & October
- KIDSCREEN SUMMIT February, Miami USA
- ASIA TV FORUM, December Singapore

### FILM MARKETS:

- EFM AT THE BERLINALE
- AMERICAN FILM MARKET, November Los Angeles
- ANIMATION DAY AT THE CANNES FILM FESTIVAL





## KEY EVENTS TO ATTEND: THE KIDSCREEN SUMMIT

### MASTERCLASSES:

Pitch Doctoring

### BRAINPICK:

Financing / Co-Pros /  
Distribution

### SESSIONS WITH INVESTORS:

Speed Pitching (Early sign-up)  
Coffee With...  
30 Minutes With...  
Lunching With...  
Cocktails with...

EXPLORE &  
BE READY  
TO EXPLOIT  
THESE OPPORTUNITIES

SESSIONS:  
Beyond YouTube  
Made for TV?  
Digital 360 Strategies  
Groundwork 4 Growth  
Speed Pitching



[WEBSITE LINK HERE](#)



## KEY EVENTS TO ATTEND: ANNECY / MIFA



### THE FESTIVAL:

- In 2020, over 200 films from 92 countries
- Screenings, Making Of's, Signings, Exhibitions...

### MIFA SESSIONS:

- Share with...
- Territory Focus
- Demo Sessions
- Mifa Campus & Recruitment
- Market Screenings
- Pitches
- Press conferences

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[WEBSITE LINK HERE](#)



## KEY EVENTS TO ATTEND: THE CHILDREN'S MEDIA CONFERENCE

### GENERAL CONFERENCE:

- 1000 delegates, 25% from abroad
- One week of sessions & networking
- 50 videos covering a huge range of topics

### SPECIAL SESSIONS

- International Exchange – 1<sup>st</sup> July
- Skillbuilder Exchange – 5<sup>th</sup> July

THIS YEAR'S THEME IS "TOGETHER"

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**THE  
CHILDREN'S  
MEDIA  
CONFERENCE**  
5-9 JULY 2021  
ONLINE

[CMC WEBSITE LINK HERE](#)



## KEY EVENTS – TOP TIPS ON PREPARATION

- **BEFORE EACH MEETING - CONFIRM DATE, TIME & PLATFORM**
- **KEEP RESEARCH CLOSE TO HAND**
- **ADJUST YOUR PITCH “AS YOU GO”**
- **WATCH THE REACTION OF YOUR PITCHEE**
- **DON'T CRAM! LEAVE TIME FOR ‘HAPPY ACCIDENTS’**
- **KEEP AN OPEN MIND - LISTEN TO ADVICE FROM PEERS & PRODUCERS**
- **MAKE CONTACT! BE SOCIABLE & AND BE PRO-ACTIVE**

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## A RECAP ON ROUTES TO MARKET:

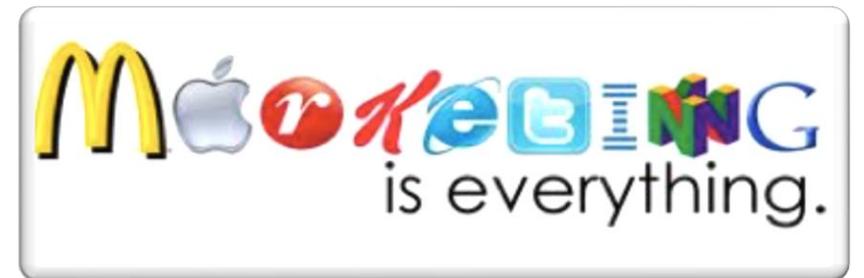
- **GET ACQUAINTED WITH THE VIEW-NI-VERSE**
- **START TREND-SPOTTING & GET SAVVY**
- **KNOW YOUR COMPETITION**
- **IDENTIFY PROJECT-APPROPRIATE PARTNERS**
- **PREPARE MARKETING MATERIALS IN ADVANCE**
- **PRACTICE YOUR PITCH IN A VARIETY OF LENGTHS**
- **MAKE CONTACT - BE PRO-ACTIVE**



## MARKETING IS EVERYTHING!

- **CONVINCE INVESTORS:**
  - **SELL YOURSELF, YOUR TEAM & YOUR COMPANY**
  - **MARKET, PITCH, SELL & BRAND YOUR PROPERTY**
  - **PROVE THAT YOU CAN STAY THE DISTANCE**
- **CONVINCE YOURSELF:**
  - **MAKE A RETURN ON INVESTMENT/PROFIT**
  - **FOLLOW YOUR DREAM...**

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## **PITCHING PREPARATION: 5 TOP TIPS FROM 100 INVESTORS**

- **DO YOUR RESEARCH - BOTH AUDIENCE & INVESTOR**
- **WHAT IS YOUR UNIQUE CONCEPT?**
- **LOVE & LIVE YOUR PROPERTY - BE PASSIONATE!**
- **KEEP IT SIMPLE & KEEP IT BRIEF**
- **DON'T FORGET YOUR Ps & Qs**

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## **PITCHING PREPARATION: BE SHORT & SWEET – PREPPED & POLITE**

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- **COVER THE BASICS - CONCEPT-CHARACTERS-DESIGN-WORLD**
- **GOT IT IN A NUTSHELL? PERFECT YOUR 'ELEVATOR PITCH'**
- **BE PREPARED - DON'T TRY TO WING IT**
- **KNOW YOUR AUDIENCE & KNOW YOUR COMPETITION**
- **DON'T TELL THEM, SHOW THEM!**
- **DON'T OVERSELL!**



## **PITCHING PREPARATION: YOUR PITCH BIBLE – ESSENTIAL INGREDIENTS**

- **KEY INFO - TAGLINE + FORMAT + TECHNIQUE**
- **CONCEPT - SHORT SYNOPSIS TO SET THE SCENE**
- **WRITING - TREATMENT, STORYLINES AND SCRIPT/S**
- **DESIGNS - WORLD OF THE STORY AND THE CHARACTERS IN IT**
- **ESTIMATED BUDGET - EVEN A BALLPARK**
- **PROPOSED CAST AND CREW - DIRECTOR, WRITER, VOICE TALENT**





## **PITCHING PREPARATION & ETIQUETTE: DON'T FORGET YOUR P's & Q's**

- **PLATFORMS** - have you done your homework?
- **PEOPLE** - who are you pitching to?
- **PRACTICES** - nationality & customs
- **POLITICS** - avoid them!
- **PERSEVERANCE** - tenacity without tantrums
- **PROFESSIONALISM** - ALWAYS!
- **POLITENESS** - WITHOUT FAIL!



## TOP TIPS

- **Do your homework:** Research channel and territory needs and competition to ensure your pitch is relevant.
- **Content needs are constantly changing:** What one channel wants today will likely not be what they need six months from now. So, check back regularly.
- **Authenticity is paramount:** No diversity, no commission policies are now thankfully common place and this applies to on-screen and off-screen.
- **It's a marathon not a sprint:** It can take years to get new content developed, produced and distributed so think long-term and future-proof properties and relationships.
- **Get creative with your business model:** Craft creative partnerships with innovative financing models to break the mould.





## Co-Production Top Tips:

- Relationships, Relationships, Relationships
- Communication
- Shared Creative Vision





## A RECAP ON MARKETING & PITCHING

- **MARKETING THINKING FROM THE VERY BEGINNING**
- **THE INVESTOR PITCH GUIDE – 5 TOP TIPS**
- **YOUR VERBAL PITCH**
- **THE PITCH BIBLE**
- **PITCHING ETIQUETTE**



# Summary: Developing Your Export Strategy

- What is the opportunity for you?
- Think about your experiences, strengths, USPs and resources
- Which market or markets will you enter and what is the sale and trajectory?
- What are the trends, the analytics?
- Working with partners/distributors are you developing and protecting your IP, product/service share, IP share, assigning %
- Top 10 territories, reasons to export/do business/any trade barriers?
- Which of these are priority, secondary and emerging markets (priority markets should make up 60% of your focus)
- Who are your top 5 buyers in each market?
- Develop your financial plan and targets: current turnover, forecast, export/international forecast, targets.

