
Animation Production Day 2012

Animation Production Day 2012 – Business platform for the international animation industry
Stuttgart, May 8–9/2012

Animation Production Day (APD) is a business platform for producers, world sales agencies, distributors, publishers, broadcasters, banks and equity investors who are active internationally in the animated film, television and games industry. The aim of the event is to ensure, in times of rising production costs and increasingly difficult conditions for distributors, that the changing needs of the international animation industry are taken into consideration. By bringing together financiers and distributors in targeted discussions, APD helps make adequate international production and marketing budgets accessible to the animation industry.

Animation Production Day is hosted by the Stuttgart International Festival of Animated Film and the FMX Conference on Animation, Games and Transmedia. Animation Production Day is organised by the Film- & Medienfestival gGmbH and by the Baden-Württemberg Film Academy's Institute of Animation, Visual Effects and Digital Postproduction, in relation with Michael Schmetz Mediaconsult.

Production companies who are active on the international level are invited to submit projects requiring partners for financing, distribution or marketing. 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. Producers should apply with a Project File and a Company File. Companies such as world sales agencies, distributors, publishers, broadcasters, banks, equity investors and other participants should apply with a Company File.

The projects and companies will be chosen according to a strict selection procedure guided by high professional standards. All relevant information on selected projects and companies will be presented in the APD catalogue, which will be mailed to participants in advance and will be handed out at the event itself. On the basis of the information provided in the catalogue, participants may decide which producers from the selected projects they would like to see in one-to-one meetings during the event. Each participant will receive their own individual meeting schedule.

Speeches by renowned experts on specific industry issues and open panel discussions will complete the programme of events. A Full Access Pass gives APD participants free access to the Stuttgart International Festival of Animated Film and to FMX Conference on Animation, Games and Transmedia, thus 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.

For more information please contact our coordination office:

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