

Press Release, June 15, 2016

## **APD 2017 Receives Funding from Creative Europe MEDIA**

**Stuttgart** — For its 2017 edition, the Animation Production Day receives funding from the Creative Europe MEDIA programme. The APD is the only new addition to the “Access to Markets” section from Germany. As such, it now plays in the premier league of European animation industry events. The APD has continued to grow over the past few years. Alongside representatives of the German industry, more and more international participants come to the APD to find German and international partners for their projects. This year, more than 140 producers, TV channels, distributors and investors from 18 countries negotiated possibilities for the co-production and funding of the 39 selected animation projects in more than 600 one-on-one meetings. Even though the projects presented at the APD are often at an early stage of their development, more than 30% of them are realised. Apart from the high success rate and the concept of the one-on-one meetings, participants value the proximity to the Stuttgart Festival of Animated Film (ITFS) and the FMX, Conference on Animation, Effects, Games and Transmedia. The 11<sup>th</sup> APD on May 4 and 5, 2017 will again take place as part of these two internationally renowned industry events.

The first partner of the APD 2017 is already on board: the Hamburg Animation Award. The Hamburg Animation Award is an international competition for young animation designers, organised by the Hamburg Chamber of Commerce for the thirteenth time this year. The competition is aimed at students and young graduates of creative study courses from around the world. The best animated short films are nominated by a jury of fifteen experts and presented to invited industry representatives in the course of an awards ceremony on June 22. Five prizes with a total value of more than € 11,000 will be awarded to the winners. Because of the new cooperation, the winner of the Hamburg Animation Award will receive an accreditation for the APD 2017 in addition to the prize money. The cooperation is supported by Filmförderung Hamburg Schleswig-Holstein.

### *About the Animation Production Day:*

*The Animation Production Day (APD) is a business platform for the international animation industry and takes place on the occasion of the 24<sup>th</sup> Stuttgart Festival of Animated Film and FMX 2017, Conference on Animation, Effects, Games and Transmedia. It is organised by the Film- und Medienfestival gGmbH and Filmakademie Baden-Wuerttemberg. APD brings together co-production, financing and distribution partners for animation projects in one-on-one meetings, and with the APD Conference offers focused discussions and presentations on current challenges facing the industry.*

A list of the APD 2016 participants and projects is available at [www.animationproductionday.de](http://www.animationproductionday.de)

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