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Press Release, 12 December 2017

## **Animation Production Day 2018 – Now Open For Submissions**

**Stuttgart – producers can now submit projects for which they are seeking co-production and financing partners to the 12<sup>th</sup> Animation Production Day (APD). APD is the most important business platform for animation projects in Germany and is taking place from 26–27 April 2018 in Stuttgart as part of the Stuttgart Festival of Animated Film and FMX, Conference on Animation, Effects, Games and Immersive Media. At APD, representatives from the German and international animation industry have two full days to discuss co-operations and financing for the showcased projects.**

A new **online submission form** is now available on the APD website (<https://www.animationproductionday.de/en/anmelden/participation-2018/>). Animation projects in the areas of film, TV series, mobile content, games, crossmedia and transmedia can all be submitted until the deadline of 20 February 2018. Hybrid formats which mix animation and live action can also be submitted. A total of 40-45 projects will be selected for participation in APD 2018. The chances of finding suitable production and financing partners at APD are high: already around a third of projects showcased in previous years have now been successfully produced. APD brings together around 150 producers, broadcasters, distributors, sales agents, funding bodies and banks in a series of pre-planned, one-to-one meetings. And in 2018, a key part of the programme is once again the APD Conference which sees presentations of outstanding projects and the introduction and discussion of new trends and business models.

A further highlight is the presentation of the **Trickstar Business Award**. The prize, worth €7,500, is being presented for the second time by the Stuttgart Festival of Animated Film (ITFS) as part of APD. The selection criteria for the Trickstar Business Award is an innovative business concept. Each project selected for APD automatically qualifies for the award; companies with an innovative business model can also apply for the award independently of participation in APD. The submission form, along with the rules and regulations, can be found on the ITFS website (<https://www.itfs.de/en/branche/call-for-entries/#1513072071739-6b8f1656-0e49>)

### **New: Studios and Service Producers at "Producers for Co-Production"**

Two years ago, APD established the special "Producers for Co-Production" programme strand for creators of animation projects. From 2018 onwards, studios and service producers who operate as contractors rather than co-producers can also apply to "Producers for Co-Production". In this way, APD is reacting to extensions in economic film funding by, for example, the DFFF II, which are also relevant to animation films.

Studios and service producers, distributors, broadcasters, sales agents and funding bodies can now register for participation in APD 2018 via the online form. And, until 30 January 2018, the special early-bird tariff applies.

### **APD Talent Programme Goes from Strength to Strength**

Thanks to renewed funding from the Creative Europe MEDIA programme, the highly successful APD Talent Programme can continue in 2018. This programme offers 14 young German and European producers and animation and film production course graduates the opportunity to participate in APD free of charge and to present their own project for which they are seeking production and/or financing partners. Until 20 February 2018, the next generation of producers can apply using the online form on the APD website. And, for the first time in 2018, APD is cooperating with the European talent initiative "Animation Sans Frontières" (ASF). This training programme is

organised by four European animation schools, including the Animation Department at the Filmakademie Baden-Württemberg. One of the projects developed as part of ASF will be selected for the APD Talent Programme.

### **APD Supports "Animation Germany"**

APD is a close partner of "Animation Germany". This new initiative has a presence at numerous international animation events and markets to improve the visibility of German animation productions in the international marketplace and to promote international co-productions. Each year, "Animation Germany" places a particular country in focus to establish new networks between producers and to explore co-production opportunities. In 2017, the focus country has been Italy. APD is supporting this initiative by providing two free accreditations for the best German-Italian partner project. Applications can be made via the online form on the APD website until 20 February 2018.

#### *About Animation Production Day:*

*Animation Production Day (APD) is a business platform for the international animation industry and is taking place as part of the 25<sup>th</sup> Stuttgart Festival of Animated Film 2018 and FMX 2018 – Conference on Animation, Effects, Games and Immersive Media. APD is organised by the Film- und Medienfestival gGmbH and the Filmakademie Baden-Württemberg. It brings together co-production, financing and distribution partners for animation projects in one-to-one meetings and, with the APD Conference, provides focused debates and presentations on current challenges in the industry.*

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