



PRESS RELEASE

German animation is a hit abroad!

06 February 2019 – The figures published by German Films Marketing + Service GmbH on the success of German films abroad in 2018 are impressive proof of animation films' great importance for the German film industry with a share of over 50% of the total box office.

The analysis shows that the 406 feature films – both animation and live-action – generated revenues of over 154 million Euros in 75 territories, reaching more than 26.5 million cinema-goers. The commercially most successful genre was the animation film with a 54% share of the total box office (83.2 million Euros) which was generated in 73 territories by 30 German or German co-produced films.

If one looks at the most popular German majority-produced films, the first four are animation films, namely MAYA THE BEE – THE HONEY GAMES, THE LITTLE VAMPIRE, and RICHARD THE STORK which together amassed a total of 3.97 million cinema-goers. THE SEVENTH DWARF made it into the Top 5 thanks to its release in China,

Jan Bonath, board member of the animation section at the German Producers Alliance and CEO of Scopas Medien AG, comments: „The figures are impressive and show that German animation films are also highly attractive in the international market: they reach 50% of the audiences there with a share of just 7% of the German feature film output. It would be both desirable and useful with such a business model whose international share is becoming increasingly important if one was to react to this result by introducing a structural support in the form of a special funding programme for animation and VFX in order to foster the competitiveness in the face of rising budgets and more costly project development.“

Animation Germany UG was founded in 2017 to highlight this important fact for both the German animation and VFX industries and to make the companies particularly more visible abroad for international business partners. Tania Reichert-Facilides, Managing Director of Animation Germany, is pleased with the results: „These figures clearly illustrate why Animation Germany was established by the industry. Our intention is to support German animation and VFX producers and service-providers abroad in this international component of their business partnerships.“

[German films abroad 2018](#)

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ANIMATION GERMANY was founded to promote German animation/VFX producers, productions and studios abroad. It currently represents around 90 companies in Germany, including traditional production companies as well as animation and VFX studios.

ANIMATION GERMANY is connected by corporate law to the German Producers Alliance and VTFF Verband Technischer Betriebe für Film und Fernsehen e.V., and still supported by the following industry leaders: Animation Production Day Stuttgart, German Films Service + Marketing GmbH (german films) and AG Animationsfilm.

ANIMATION GERMANY is supported by the German Federal Film Board (FFA) and German Films Service + Marketing GmbH (german films) as well as the regional film funders (FilmFernsehFonds Bayern GmbH (FFF Bayern), MFG Filmförderung Baden-Württemberg, Mitteldeutsche Medienförderung MDM, Film- und Medienstiftung NRW GmbH, Filmförderung Hamburg Schleswig-Holstein, HessenFilm und Medien GmbH, and nordmedia – Film- und Mediengesellschaft Niedersachsen/Bremen mbH).