

# Animation germany

## PRESS RELEASE

***For the first time, Animation Germany presents a comprehensive trailer showcasing the animation and VFX work of German producers / Annecy 2018: Focus on German-French co-productions in the area of TV series productions***

**13 June 2018** – As part of the Annecy Festival 2018 – Europe’s largest animation film festival, which this year kicked off on 11 June – the Animation Germany initiative yesterday presented, for the first time, a broad portfolio from Germany’s animation and VFX production branches. The portfolio covers the period from July 2017 up to around September 2018. Full-length films as well as TV series form the basis of the trailer, which features productions from over 30 companies in the categories of film, TV and VFX.



Marnie's World ©2018 scopas medien AG, GRID Animation, PhilmCGI

Tania Reichert-Facilides, CEO of Animation Germany: *“We are delighted that with this trailer we are able, for the first time, to offer a glimpse of what the German animation and VFX branch is capable of, and we wish to continue with this format in the future. The trailer is aimed clearly at the European and international market and is intended to draw greater attention to German production companies in an increasingly global distribution network.”* Reichert-Facilides continued: *“The very fact that the trailer was funded by the Filmförderungsanstalt FFA, the German Films Service + Marketing GmbH (german films) as well as various federal state organisations (FFF Bayern, MFG, MDM, Film- und Medienstiftung NRW GmbH, Filmförderung Hamburg Schleswig-Holstein und nordmedia) shows awareness of the economic potential here. We are deeply grateful for the support of our funding partners!”*

Link to **trailer** on the Animation Germany homepage: <http://www.animationgermany.de/>



### **Survey results: Series commissions approximately four times higher in France than in Germany**

Over the time period of the project, approximately four times as many TV series were commissioned by broadcasters in France as in Germany. This figure was attained by a survey carried out in connection with the production of the trailer. The basis for the comparison is the French CNC study “La production audiovisuelle aidée en 2017” (<http://www.cnc.fr/web/fr/publications/-/ressources/14210503>). Their results were compared with those of a survey carried out by Animation Germany which focused on the companies involved in the trailer. The German survey concerned itself with commissions and premieres during the time period of the project.

These findings are one reason why Animation Germany organised a Networking Breakfast yesterday as part of the Annecy Festival. Animation Germany both organised and personally invited around 50 participants from German and French production companies to this B2B meeting. The meeting focused on co-productions of TV series with Germany. (Flyer “Licence? Co-producing TV series with Germany”)

Tania Reichert-Facilides: *“In light of the development of new and stronger distribution systems in Europe and internationally, the value of co-productions needs to be recognised. Co-productions are an important way to gather the strengths of different countries as a means of collective growth. The German animation and VFX branch should be part of this. We are doing all we can to further this goal. Shared economy has a future – especially in Europe.”*

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**ANIMATION GERMANY** currently represents around 90 companies in Germany, including traditional production companies as well as animation and VFX studios.

**ANIMATION GERMANY** is funded by the Filmförderungsanstalt FFA, the German Films Service + Marketing GmbH (german films) as well as various federal state organisations (FilmFernsehFonds Bayern GmbH (FFF Bayern), MFG Filmförderung Baden-Württemberg, Mitteldeutsche Medienförderung MDM, Film- und Medienstiftung NRW GmbH, Filmförderung Hamburg Schleswig-Holstein, nordmedia – Film- und Mediengesellschaft Niedersachsen/Bremen mbH).

**ANIMATION GERMANY** is the new label to promote German animation/VFX producers, productions and studios abroad. It aims to strengthen the competitiveness of the German industry and help it to generate a higher profile and presence on the international market. The label has the task of bringing together and developing structural measures which will encourage international co-productions.

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