

Ireland stand out as minority partners.

Note: Ranking done by number of local productions (100% national and majority co-productions).

A stimulating panel discussion

A panel of experts, including Luca Milano of RAI Fiction, Marc Dupontavice of Xilam Animation, Carlos Biern of BRB International, Paul Young of Cartoon Salon and chaired by Christophe Erbes, then discussed the findings and the general challenges and opportunities for the industry. Luca Milano thanked the Commission and the Observatory for this new report which he described as a "tool for developing new strategy." Carlos Biern stated that the animation industry needed to "think globally". Lucia Recalde explained that the Focus on animation study is "aimed at looking holistically at the entire industry." She added that "with regard to creative talent ... It's not just about supporting this talent but also to retain this talent in Europe."

Continued growth of European television and on-demand audiovisual services

Focus on Animation is the starting point of future research to be done on the television and on-demand markets. Executive Director of the Observatory, Susanne Nikoltchev, emphasised that the energy and interest created by this first publication would be continued by the Strasbourg based Observatory. She explained that "the Observatory was ideally placed with its knowledge and experience and mandate for this project to continue further research and publications on the animation industry in Europe." Unfortunately there is much less data available on these markets in comparison to that for film, in particular regarding production volumes. A European snapshot of children's television channels is provided (see below) along with an analysis of the origin of animation content on a sample of important players. The analysis shows that broadly speaking European children's channels have a higher proportion of European animation content than their EU-based US affiliate counterparts. There are some exceptions to this finding illustrated in the report, where the US brands are clearly more engaged in local content in some countries than in others.

Regarding television and on-demand services (where a new battle-ground is developing in the acquisition of content and the provision of services for kids) both will be examined more extensively in the next months of research on the project.

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