

Where Animation is World Class Business

EXPERIENCE PROVENCE

Located in Southern Europe's Silicon Valley

MARKET AND FINANCING

EUROPE

- 5 European animated films nominated for the Oscars: The Triplets of Belleville (2003), Corpse Bride and Wallace and Gromit: The Curse of the Were Rabbit (2005), Persepolis (2007) and The Secret of Kells (2010);
- 138 European films financed by European funds in 10 years, representing a total of more than € 1 bn;
- N°3 region in the world for animated film production: 1145 feature-length films produced in 2008
- MEDIA 2007: The support program for the European audiovisual industry with a total budget of almost € 755 M for the 2007-2013 period.
- i2i Audiovisual: € 3 M allocated for independent audiovisual production companies. Each project is funded to a minimum of € 5,000 and a maximum of € 50,000.
- Pilot projects: support for innovative pilot projects (adaptation, distribution...)
- Distribution: MEDIA encourages the circulation of European audiovisual works among the different countries participating in the program. Support is given to distributors, sales agents and publishers and for cinema release. More than € 25 M aid was provided to companies in 2009.

THE PACA* REGION:

- Régie Culturelle Régionale: The Regional Board for Cultural Affairs provides aid for animated films: € 5,500 for writing and € 5,000 for development. Production aid amounts to € 150,000 for a feature-length film and € 25,000 for a short.
- SIRAR grant: The grant, amounting to over € 10,000 and allocated by this regional aid organization in conjunction with the Aubagne International Film Festival, provides funding for a director's first short film.
- MEDIA Grand Sud: A partnership between the European Commission and the PACA Region, this organization provides industry professionals in southern France with information, advice and technical assistance with their projects.

FRANCE

- N° 1 in Europe for animated film production, N°3 in the world
- Successful French features: 1.8 M spectators for Kirikou and the Sorceress; Azur and Asmar was seen by 1.7 M people and Arthur and the Invisibles by more than 6 M
- An export success story: Exports account for over 30% of French audiovisual program sales, bringing in almost € 120 M per year
- More than 3,900 hours of animation programs on the French public service channels in 2008
- AFCA: Since 1971, the French animated film association, supported by the CNC, has been involved in promoting animated film around three main themes: broadcasting, publications and resources and events.
- CNC: The National Center for Cinema and Animated Film, through its COSIP program, provides a range of aid including tax credits covering 20% of the cost of productions, with a ceiling of

€ 1,200 per minute for a work of animation, a maximum sum of € 76,300 to help with preparation and aid for production and promotion, subject to eligibility.

- PROCIREP: The PROCIREP (Society of Film and Television Producers) provides aid for writing costs on feature productions of € 12,000 to € 50,000 (50% reimbursable) to around 60 companies each year. For shorts, between € 2,500 and € 10,000 is provided to approximately 40 companies each year.
- THECIF: An association promoting activities in the theater and in film, Thécif introduced aid measures for creation in the field of multimedia in 2002.
- FILM FRANCE international tax credit: Applies to animated cinematographic or audiovisual works made wholly or partly in France by a foreign company. The tax credit covers 20% of the production costs incurred, subject to eligibility.



*PACA: PROVENCE-ALPES-CÔTE D'AZUR

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EU top 5 place for talent *

THE ANIMATION CLUSTER

Companies:

- **Action Synthèse:** This CGI animation studio based in Marseilles specializes in animated feature films and 3D television series. Action Synthèse made headlines when they created the first box-office hit for a French 3D film with *The Magic Roundabout* (which made € 22 million against production costs of € 13 million), with films such as *The Wonderful Wizard of Oz* and *The Magic Roundabout 2* following.
- **La Station Animation:** Based in Arles, this production company is dedicated to creating animation programs. It oversees the development of new productions and aims eventually to become a place of residence for those involved in research and creation. It enjoys special partnerships with TFI, TPS, France 5, Canal Plus, M6 and France 3 for television and with Django Films (*The Illusionist*) and Sylvain Chomet's film *The Triplets of Belleville* (seen by 850,000 in France) for the cinema.
- **The Bakery Animation:** An innovating company producing revolutionary software solutions for CGI (Computer Generated Imagery or 3D) animation features. Today, the company is headed by two big names in the world of 3D, Arnaud Lamorlette and

Erwan Maigret, who worked at PDI/Dreamworks on *Shrek 2*, *Shrek 3* and *Shrek the Halls*. They were also special effects director then visual effects supervisor and effects lead respectively in the R&D department on *Shrek 2*, *Madagascar*, *Over the Hedge*, and *Shrek the Third*.

Sites:

- **Belle de Mai Media Park:** The Media Park is unique in Europe for its density of companies working in the field of image and sound, occupying almost 30,000 sq. m. with 24,000 sq. m. rented premises. The Park is host to the Marseille Innovation enterprise incubator, specialized in high tech companies and the National Multimedia Incubator. These last few years have been marked by the release of the 3D computer animation film "*The Magic Roundabout*", co-produced by Action Synthèse, based in Marseilles.
- **Les Ateliers des Roues:** This former railroad yard was converted into studios to house the "Arles Ville Numérique" project. The site's eastern zone already includes a technological university center of excellence for digital film-making (Supinfocom). The project, on 35 acres right in the middle of the city, has been financed by the Region to the tune of € 22 M.

Events:

- **MIPTV, Cannes:** With almost 12,000 participants and 4,000 buyers expected to attend, this is the international event for the co-production, buying and selling, financing and distribution of entertainment content across all platforms. Industry decision-makers from the television, film, digital and audiovisual fields can find out about the latest trends and negotiate global rights to productions.



The Aubagne International Film Festival and the Cannes Film Festival 2009 open with the animated film "Up".

Supinfocom (Ecole SUPérieure d'INFORmatique de COMmunication) is a computer graphics school with branches in Valenciennes, Arles and Pune (India). Founded in 1988 in Valenciennes, the school offers a 5-year course leading to a Digital Director's diploma (certified master's degree-level). In 2000, with help from the local chamber of commerce and industry, the school opened a branch in Arles and, in 2008, another in Pune, India. In November 2007, the school was classed N°1 in the world by the American magazine *3D World*, based on the distribution of films made by the school's students and the number of prizes awarded in festivals worldwide.

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