

## European Audiovisual Observatory

### Press release

#### Mapping of the Animation Industry in Europe

#### European Audiovisual Observatory to carry out a major study on European Animation for the European Commission

The European Audiovisual Observatory will undertake a major study that will result in two unique publications on animation industry in Europe this year. This research will be carried out for the European Commission, the initiator of this project, to map out the landscape of the animation industry in Europe. The results will be presented at a public conference organised at the end of 2015. This EU project aims at refining the EU support policy towards the animation sector in Europe by providing much-needed data on the industry structure, operations and performance. The Strasbourg-based Observatory will be working alongside and using intelligence provided by [CARTOON](#) and the Annecy-based City of moving images – [CITIA](#).

The first publication – **Animation Europe** - will be a snapshot market overview to be released at the MIFA animation market during the Annecy International Animation Film Festival from 15-20 June this year. This landmark publication will provide key market data on the production, distribution and consumption of both European feature length animation films and television animation works, as well as structural data on the European animation industry. The second publication, a more comprehensive study – **Mapping the Animation Industry in Europe** - will be delivered to the European Commission at the end of this year. It will be published on the websites of the Commission. This study will build on the data outlined in the first publication and provide a more in-depth analysis of the industry.

Lucia Recalde Head of the MEDIA unit in the Commission's Directorate General for Education and Culture, stated "The European Commission has initiated and is financing this study on animation in Europe." She added "Europe's animation industry is a source of creativity, which offers an untapped potential to develop innovative content and business models. A successful support policy for the European animation industry must be based on up to date market intelligence and an in depth understanding of the challenges and opportunities facing this industry. We believe this study will provide this much needed analysis of the sector."

The Observatory's Director, Susanne Nikoltchev, announced that this research would provide "some much needed transparency in today's European animation industry." She added that "everyone observes that animation in Europe has developed into a vital part of the audiovisual sector – in terms of creativity, growth, and jobs. The Observatory and its partners will provide the facts and figures necessary to give us a quantified appreciation of this dynamic industry". Nikoltchev concluded that the Strasbourg-based Observatory was delighted that the European Commission had entrusted this project to her team.

The Observatory has hired an Animation Analyst, [Marta Jiménez Pumares](#), to work on these two reports alongside Observatory Analysts Deirdre Kevin and Julio Talavera Milla. Jiménez Pumares has extensive experience in the animation field, having worked as executive producer and business consultant. She will be aided in her work by an assistant, Elodie Jacques, recruited internally from within the Council of Europe. To receive advance information about these publications or an invitation to the Brussels presentation at the end of the year, contact: [Alison.hindhaugh@coe.int](mailto:Alison.hindhaugh@coe.int)

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