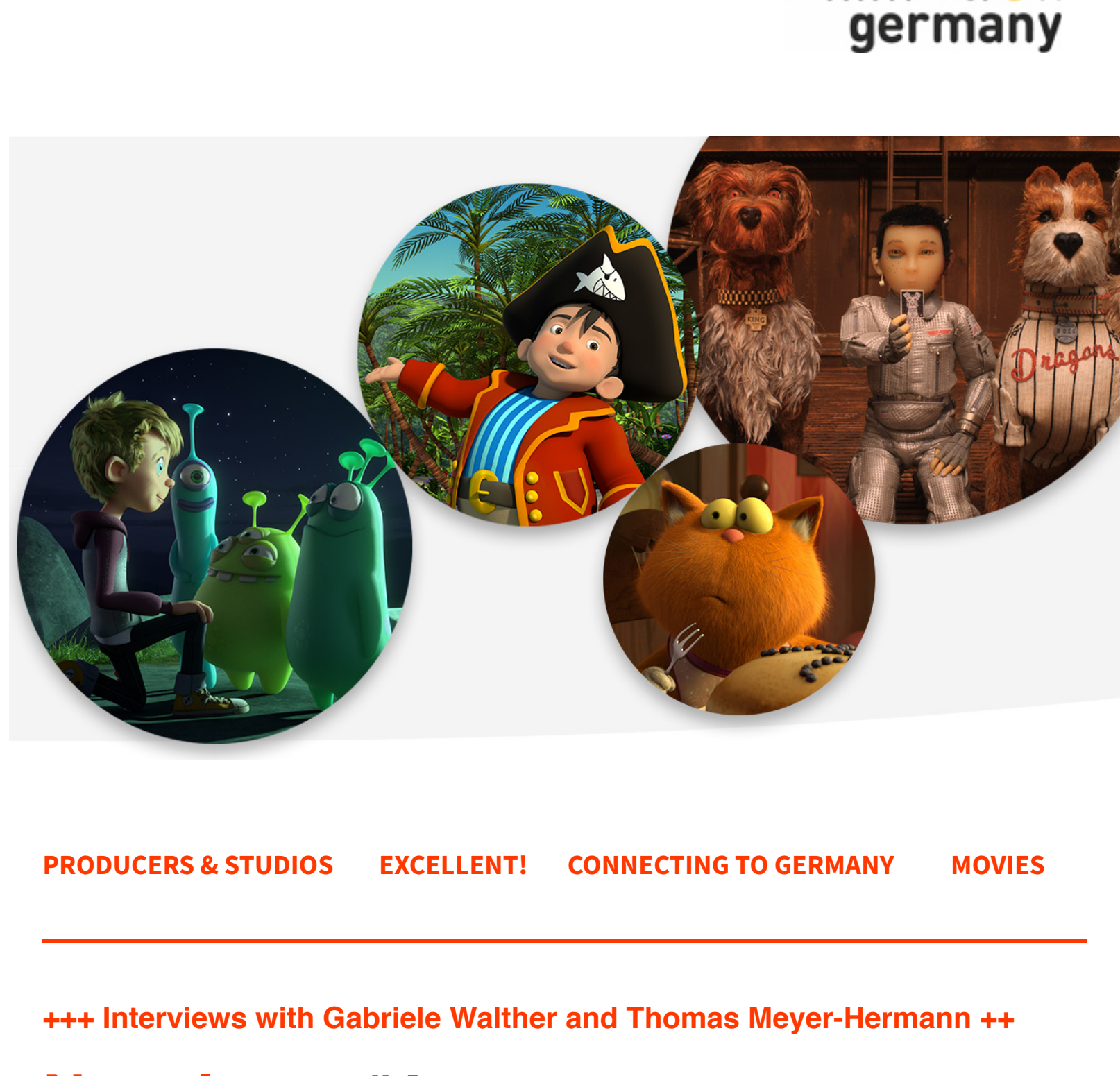


[View this email in your browser](#)



PRODUCERS & STUDIOS EXCELLENT! CONNECTING TO GERMANY MOVIES

+++ Interviews with Gabriele Walther and Thomas Meyer-Hermann +++

Newsletter #4

What if ...?!

... the ARD's family program coordination department would reduce its engagement into animated children's program, produced by German animation production houses? The picture, that Animation Germany's May 2018 survey of its own community reveals, is all together quite sobering: responses from ninety companies show that a total of ten TV series involving German participation were premiered between July 2017 and September 2018. Out of these ten, two are for an older-than-preschool audience (Sherazade and Raven The Little Rascal) and therefore qualify for ARD's kids prime time slot over the weekend. Hopefully, there will not be even less German series for this slot in the future ...

See the survey results in detail (though no guarantee of completeness):

Channel GERMANY	Market share 2017** in %	GERMAN TV series*	Channel FRANCE	Market share 2017** in %	FRENCH TV series*
SRTL	16,3	9	TPI	17,8	9
VOX	15,2	4	Gulli	12,5	2
Disney	8,2	0	M6	9,2	1
Nickelodeon	7,2	1	France 4	6,6	5
ARD	4,6	0	France 3	4,1	12
ZDF	3,7	2	France 5	2,1	5
ARD 3rd program	2,7	2	Play TV Canal, Disney et al.	0,8	10
Total			Total		
10			44		

* Majority German producer:
*1 run between 7/17 and 9/18
Survey: November-December 2017

** RTL, ARD, ZDF, ProSieben, VOX, RTL, RTL 2, RTL 4, RTL 5, RTL 6, RTL 7, RTL 8, RTL 9, RTL 10, RTL 11, RTL 12, RTL 13, RTL 14, RTL 15, RTL 16, RTL 17, RTL 18, RTL 19, RTL 20, RTL 21, RTL 22, RTL 23, RTL 24, RTL 25, RTL 26, RTL 27, RTL 28, RTL 29, RTL 30, RTL 31, RTL 32, RTL 33, RTL 34, RTL 35, RTL 36, RTL 37, RTL 38, RTL 39, RTL 40, RTL 41, RTL 42, RTL 43, RTL 44, RTL 45, RTL 46, RTL 47, RTL 48, RTL 49, RTL 50, RTL 51, RTL 52, RTL 53, RTL 54, RTL 55, RTL 56, RTL 57, RTL 58, RTL 59, RTL 60, RTL 61, RTL 62, RTL 63, RTL 64, RTL 65, RTL 66, RTL 67, RTL 68, RTL 69, RTL 70, RTL 71, RTL 72, RTL 73, RTL 74, RTL 75, RTL 76, RTL 77, RTL 78, RTL 79, RTL 80, RTL 81, RTL 82, RTL 83, RTL 84, RTL 85, RTL 86, RTL 87, RTL 88, RTL 89, RTL 90, RTL 91, RTL 92, RTL 93, RTL 94, RTL 95, RTL 96, RTL 97, RTL 98, RTL 99, RTL 100

* Majority French producer:
*1 run between 7/17 and 9/18
Survey: November-December 2017

A direct comparison with this year's country of focus, France, clearly shows the urgent need for action in our country. Due to mandatory quota regulations, France presents quite a different picture when it comes to having built strong and bustling creative industries in the animation and VFX sector. Along comes a strong cultural identity already at a young age via animated entertainment and IPs made in France!

What a different interpretation of the implementation of AVMD (Audiovisual Media Directive) which has led to this drastic, contrary development in the two countries. In Germany, this politically quite unnoticed development stands in stark contrast to the cultural and economic policy objectives as set forth in European but as well as German media regulations.

As producers and studios let's join forces with distributors and other stakeholders of the creative industries and make our voices heard by policymakers!

Animation together with VFX and all its associated trades have more then ever a big forward-looking potential, which - on condition and support of sound and reliable budgetary sources - would develop into a steady, value-creating industry.

What if ... the quota would be introduced as a measurable, unemotional lever to bring about this change ... boomtown Germany!

Sincerely,

Tania Reichert-Facilides & team **Animation Germany**

Interview with Tania Reichert-Facilides in Deutschlandfunk Kultur:
"Movies like 'Überflieger' sell well worldwide."



Have a look on the new trailer of Animation Germany

Visit Animation Germany - See the new trailer

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany

Animation Germany