

## Press release 10<sup>th</sup> June 2011

### Positive Assessment for the Annecy International Animation Film Market

As the premier international professional networking event devoted exclusively to animation, Mifa has been bringing more than 2,000 professionals from 70 countries to France for the past 26 years... And not by chance!

With an 8 % increase on last year's attendance, a space completely dedicated to exhibitors, a 500 m<sup>2</sup> Chill Out space situated over the lake, 450 listed companies and 238 buyers, once again this year Mifa has pulled it off beautifully: professionals (producers, directors, broadcasters, buyers and distributors) from the animation industry have had three days to meet, finalise projects and seek out funding...

From Wednesday 8<sup>th</sup> to Friday 10<sup>th</sup> June, several events marked this edition.

The press conferences began with France Télévisions, who traditionally got the ball rolling with President Rémy Pflimlin and Julien Borde, CEO of the Youth department. TF1 Youth announced the winners of the second edition of its European competition: TFou animation; the Lagardère Active Youth and Family TV Unit discussed the strategies for their channels: CANAL J, Gulli and Tiji. CANAL J also revealed the winners of the 10<sup>th</sup> edition of Les Espoirs de l'animation; the SPFA compiled its annual report; Unifrance delivered its first review of the export sector via Co-Director General, Gilles Renouard, while CANAL+FAMILY presented its animation programmes along with those of Piwi+ and TeleTOON+. Finally, Namco Bandai Games Europe were here to present images of *Tekken: Blood Vengeance*, the stereoscopic 3D film scheduled to be released this summer.

Ankama, a major player in the animation industry and a forerunner in multi-platform development, celebrated its 10<sup>th</sup> birthday in Annecy with a magnificent stand of 150 m<sup>2</sup> in the heart of the Market, in addition to hosting the official Market opening party, taking part in a press conference revealing previously unseen footage of their latest productions, and constructing the Ankama village on the Pâquier...

The 2011 conferences followed the trend and achieved a record-breaking attendance, fulfilling their goal of responding to their ambition of transmitting professional experiences, reflecting on certain strategic issues, and bringing together both established and emerging professionals from diverse backgrounds with common interests. A summary of these 2011 conferences will be available online from mid-July at [www.annecy.org](http://www.annecy.org)

The Creative Focus drew great crowds, the project presentations were numerous and their creators delighted with the contacts they were able to make. As for the recruitment sessions, they provided a rich exchange: 22 companies from around the world were represented, including the United States, the leading global producer of animated films, followed by Japan and France. Walt Disney Animation Studios and Pixar Animation Studios were highly sought out by some 600 students who had applied for interviews during the Festival. The new Global Media Connect convention was also a great success, with industry players already showing their support for the event.

You can catch the best moments from Annecy 2011 in pictures on our YouTube channel.

The next Mifa will take place from 6<sup>th</sup> to 8<sup>th</sup> June 2012: don't miss it!

In the meantime, don't forget the Forum Blanc, from 11<sup>th</sup> to 13<sup>th</sup> January 2012, for an overview of the current trends in the animation and cross-media industry. For more info see: [www.forumblanc.org](http://www.forumblanc.org)

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