



Just B's

TOP TIPS FOR YOUR TRENDSPOTTING!

RESEARCH FACTS & STATS

- Read the trades - Kidscreen Magazine & Animation Magazine are read by broadcasters
- Read tech crunch & watch 'Click' check out Wikipedia: <http://www.wikipedia.org> / E-How:
- Attend conferences or check out their websites online C21 Kids Futures
- Check out reports - Kids Insights / Dubit Trends / Cartoon Digital / Broadcaster platforms

READ THE INTERNATIONAL TRADE PRESS – KIDS SPECIALISTS & GENERALISTS

- KIDSCREEN – www.kidscreen.com
- ANIMATION MAGAZINE – www.animationmagazine.com
- CYNOPSIS – www.cynopsis.com
- TVKIDS – www.wsn.com
- AWN (Animation World Network) www.awn.com
- THE GENERALIST TRADES / C21, TBI, WORLDSCREEN NEWS, VARIETY, HOLLYWOOD REPORTER...

PITCH TO PERFECTION

Taglines:	http://www.taglineguru.com
The Pitch Bible:	http://chrisoatley.com/animation-pitch-bible/
Pitching Techniques:	http://www.dummies.com/how-to/content/preparing-to-pitch-your-screenplay-to-a-studio.html
Sell your show in 60 seconds:	http://www.youtube.com/watch?v=rD6bEkFpujM
Books to read	A Secret Girls Guide Rita Street & Save the Cat by Blake Snyder
Catchphrases:	http://www.buzzfeed.com/jwherrman/the-6-steps-to-a-perfect-catchphrase

THE INTERNATIONAL FESTIVAL CALENDAR - <http://www.animation-festivals.com/festivals-list/>

- CARTOONS ON THE BAY (April, Italy) <http://www.cartoonsbay.com>
- ITFS (May, Stuttgart, Germany) <http://www.itfs.de/en/>
- ANNECY (June, France) - <http://www.annecy.org/home>
- TORONTO ANIMATION FESTIVAL (June) - <http://taafi.com>
- PIXELATL ANIMATION FESTIVAL (September, Cuernavaca) <https://pixelatl.com/es-MX>
- OTTOWA (September, Canada) - <https://www.animationfestival.ca>
- HIROSHIMA (August, Japan) - <http://hiroanim.org>
- ZAGREB (June, Croatia) - <http://www.animafest.hr/en>
- ANIMA MUNDI (August, Brazil) - <http://www.animamundi.com.br/en/>

THE INTERNATIONAL FINANCING CALENDAR

- KIDSCREEN SUMMIT - February, Miami USA: <http://summit.kidscreen.com/2016/>
- CARTOON MOVIE - March, Bordeaux France: <http://www.cartoon-media.eu/>
- ANIMATION PRODUCTION DAY – Stuttgart, Germany <http://www.animationproductionday.de>
- CARTOON 360 – May, Munich, Spain <http://www.cartoon-media.eu/cartoon-360.htm>
- ANNECY/MIFA – June, Annecy France: <http://www.annecy.org/home>
- CHILDRENS MEDIA CONFERENCE – July, Sheffield UK <http://www.thechildrensmediaconference.com>
- CARTOON FORUM – September, Toulouse France <http://www.cartoon-media.eu/cartoon-forum/>
- CINEKID – October, Amsterdam The Netherlands <https://www.cinekid.nl>

NEW TRENDS IN ANIMATION

<https://www.digitalistmag.com/customer-experience/2018/08/03/new-trends-in-animation-what-they-mean-for-marketers-06181420>

<https://globenewswire.com/news-release/2018/05/01/1493712/0/en/Global-Animation-VFX-Games-Industry-Report-2018-2020.html>