

Cartoon Business

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Financial Plans and Co-production Models

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3 theoretical models

for a French producer

- France 'alone' production
- European co-production : France – Belgium
- Non European co-production : France - Australia

3 theoretical models

CGI 26 x 26'

	France 'alone' 100%	France / Belgium 85/15	France / Australia 70/30
Budget	7 100 000 €	7 200 000 €	7 400 000 €
French broadcasters	1 700 000 €	1 700 000 €	1 700 000 €
CNC	1 560 000 €	1 450 000 €	1 300 000 €
Tax Credit	600 000 €	450 000 €	- €
HV / SVOD	60 000 €	60 000 €	60 000 €
Australian broadcasters	- €	- €	1 100 000 €
Australian public funding	- €	- €	420 000 €
Australian producer's inv.	- €	- €	400 000 €
Belgian broadcasters	- €	190 000 €	
Belgian public funding	- €	700 000 €	
Belgian producer's inv.	- €	100 000 €	
Presales	950 000 €	950 000 €	950 000 €
Int'l distribution - MG	700 000 €	650 000 €	600 000 €
Total Financing	5 570 000 €	6 250 000 €	6 530 000 €
Financing Gap	1 530 000 €	950 000 €	870 000 €

Co-producing : when, why, with who?

- Are you complementary with your co-producer (talents, studio, production facilities, financing, distribution,...)?
- Are you on the same page (format, target, tone,...)?
- Is the number of partners involved (producers, broadcasters, distributors, owner of rights,...) manageable?
- Who has the final cut?
- Is the work split appropriate to the project and to your organization?
- Horizontal or vertical split?
- Is the production pipeline compatible / fully shared? Softwares and assets managers compatibility, development
- Is the deal fair and well balanced?

Co-production – Advantages / Disadvantages

Avantages	Disadvantages
Contributes to close the financing	Budget increasing Sharing of the IP / © / back end
Formal and unformal upsides for European funding (Creative Europe)	Increase the potential number of partners involved (impact on approval process)
Access to new markets (makes the project more international)	Editorial / artistic control
Talents & know-how complementarity	Dealing with national egos

Conclusion

- Each project is unique ; (co-)production model to be adapted accordingly
- level of participation of the local broadcaster(s) will be crucial
- Regulated market (local, national, international) : be proactive
- public funding : dumping and competitiveness between the countries (ex: France vs Canada ; France vs Belgium) : be reactive
- Producers and production managers : some expertise / experience required