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During the 2011 edition of Annecy Film Festival & MIFA, Cine-Regio, the European Association of Regional Film Funds, held its 7th Animarco-Regio meeting, at which the participants among others discussed **the financial situation for animation funding in the European regions** and **the general lack of broadcaster investment in European animation**.

It was noted by the Cine-Regio delegates present in Annecy that across Europe TV commissioning editors in particular public broadcasters have significantly reduced their investment in the development and production of European animation. Consequently there is an increasing trend for broadcasters to buy completed product, which has had a major impact on the sustainability and continued innovation of animation companies across Europe. The lack of broadcasters investment in this sector must be addressed or the consequence will be the demise of the European Animation industry.

Charlotte Appelgren, General Secretary of Cine-Regio: *“animation is at the heart of the European Creative Industries encouraging innovation and creativity. We must continue to support the extensive animation talent base that we have in Europe, including new graduates, many of whom are migrating to North America”.*

Animation is a vibrant cultural form which promotes and embraces the youth and vitality of Europe’s cultural mindset. It is vital that the screen-based industry is supported to reflect this important dynamic voice.

*Cine-Regio acts as a lobby and network organisation encouraging interregional co-operation and co-productions. The network is continuously expanding and today represents 35 regional film funds from 16 European countries. Animarco-Regio is a subgroup of Cine-Regio for regions with a specific interest in animation and is headed up by Mrs. Gabriele Röthemeyer. Filmförderung Baden-Württemberg, Germany.*

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