

C21 Kids - MIPTV 2011



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What is the biggest challenge facing the animation business?

The industry is facing exponential growth of new platforms and multiple ways of getting money from animated products. Producers and creators have to develop new properties capable of adapting to these new platforms and new forms of merchandising. The biggest challenge is to

keep telling good stories that can catch children's attention without being guided only by the new platform potential the product may have.

What is your company doing to meet this challenge?

Our company is new and we are currently selling our first animated series, *Ivick Von Salza (The Little Lumberjack, right)*, and developing new projects. Our strategy has been to develop unique characters and funny stories that have great visual appeal and speak in a universal language. We conceived the series thinking about the potential to expand to other platforms, and we plan to create a division for web and mobile.



What is the role of the web and mobile in the animation business?

They are platforms that have become of primary importance and it is necessary for producers to show their content via this medium. Children increasingly use mobile phones and computers, and that's a reality we cannot deny. If we want to capture our audience, we must consider more than just the TV. In my opinion, web and mobile have had a more complementary role in the past but now they are indispensable.

Is 3D the future of TV animation?

It's hard to tell if 3D is the future. I feel it needs to go through a trial process with consumers, producers, broadcasters and the industry in general. It's a very interesting new trend but it needs time to establish itself as a parameter to change the way we know television.

Tell us about your latest projects in development or production.

We are currently delivering the first season of *Ivick Von Salza (52x2')*. Distribution is being handled by Awol Animation in Paris, and we are establishing relationships with potential coproducers to develop a new season in longform. The show is a comedy-based series of interstitials for six- to 10-year-olds. We are also developing a project that aims to link 2D animation with puppets.