

# Animation

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## Global Content Production, Development & Acquisition Trends for Animation



VITRINA

# Animation Global Trends

Vitrina is the **Global Sourcing Hub** for the Entertainment Industry. We track 120,000 companies in the supply-chain to help our members find partners, content and opportunities.

## This report:

We analyzed the Animation industry for their content production, development and acquisition deal activities

Period : Jan-Apr 2023 versus Full Years 2021 & 2022

# Animation Content Acquisition & Production: Most Active Companies in Jan-Apr 2023

## Top Companies in Jan-Apr' 23

[Animation Production, Commissioning & Acquisition]

NETFLIX



hulu



## Missing in Jan-Apr' 23

[Top 5 Companies in '22 & '21 absent in latest leaderboard]

max

U-NEXT

CARTOON  
NETWORK

- Thousands of Animation commissioning, production, development and acquisition deals studied for the last 28 months across 60+ countries
- Global Top 5:
  - Netflix, Disney+ and Crunchyroll are consistently in the leaderboards.
  - Hulu and AppleTV+ are in. Max, Cartoon Network and U-Next Japan are absent.

# Animation Content Production & Development: Most Active Companies in Jan-Apr 2023

## Top Companies in Jan-Apr' 23 [Animation Production & Development]



## Missing in Jan-Apr' 23

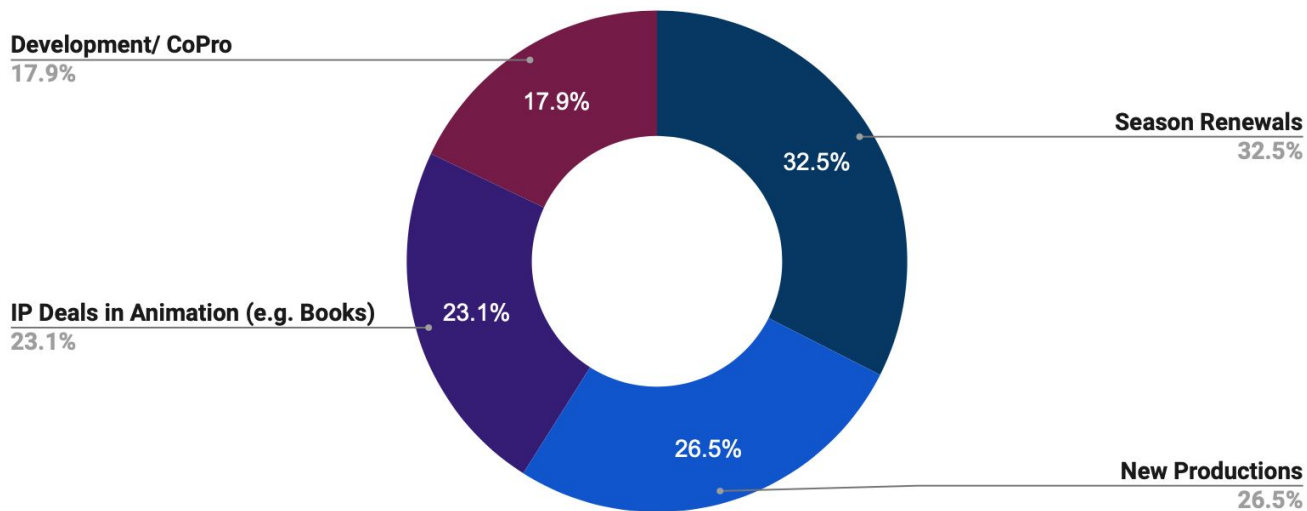
[Top Companies in '22 or '21 absent in 2023 leaderboard]



- Animation production and development deals studied for the last 28 months across 60+ countries reveal big shifts!
- Global Top 5:
  - Warner Bros Animation and **20th Television Animation** are consistently in the leaderboards
  - Lucasfilm, Nelvana and Titmouse
  - Dreamworks, Bento Box, Nickelodeon, Cartoon Network Studios are absent.

# Animation Content Production & Development in Jan-Apr 2023

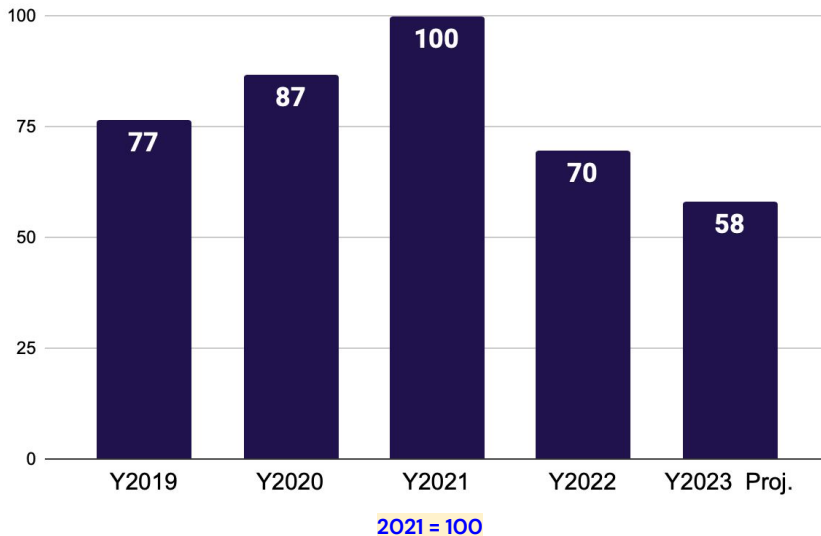
## Global Animation Production, Development Projects



Period: 1st Jan 2023 to 30th April 2023

# Animation Movie Releases Peaked in 2021

Global Animation Movie Releases [Indexed on 2021]



Global Animation Film Releases

- Chart shows annual Animation film releases globally from 2019 onwards
- All values are compared to 2021 levels
  - [Number of 2021 releases = 100]
- The number of releases increased in 2020 and peaked during the pandemic in 2021
- Last year was affected by cancellations from a host of major companies and ended 30% lower
- This year, Animation movie output is again projected to be modest. Industry movement towards series and mid/small budgets

# Prominent Animation Titles in Production/ Development/ Renewals



Transformers  
EarthSpark

Mulligan



Unicorn Academy  
(Book Adaptation)

Moominvalley



Stillwater



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