

Animation Trends in the Film & TV Entertainment Industry

Latest Trends, Top Dealmakers, Titles in high demand, Top Markets



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Trends in Film & TV Entertainment Category – Animation

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:

Category – Animation genre

We present trends in this category particularly focusing on top global dealmakers, worldwide market performance for the genre, popular titles with the genre trending globally.

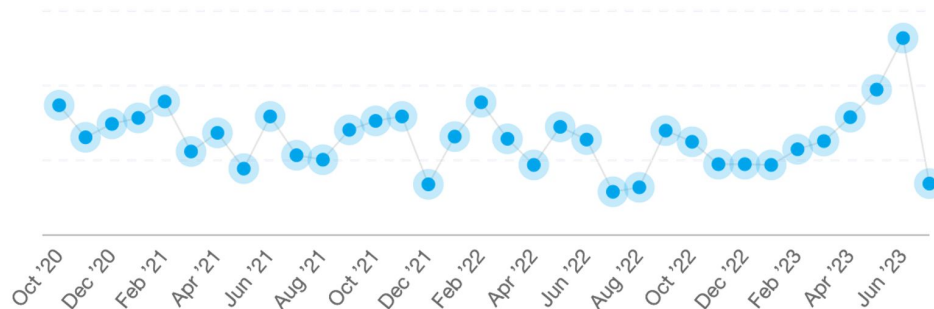
Period : January 2022 – July 2023

Markets : Global

Animation Trends in Film & TV Entertainment

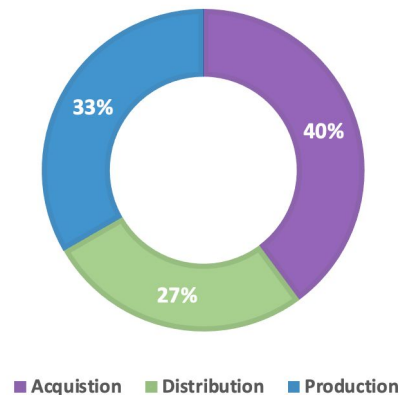
Heightened activity in Q2'23

Deal Volumes
Month-on-Month



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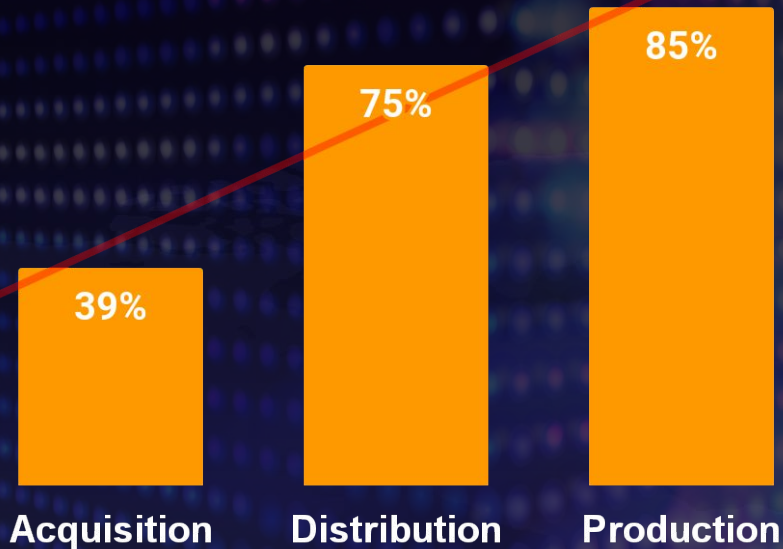
Animation Deal Volumes
By Deal Category



- Upward swing in Animation deals in the past 12 months
- Higher cross-border Distribution & Production announcements

Animation Trends in Film & TV Entertainment

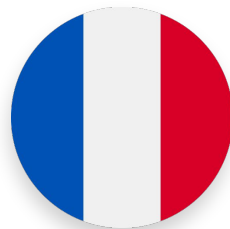
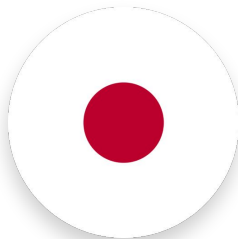
Percentage increase: Apr-Jun'23 over Apr-Jun'22



- 67% growth in overall deal volumes in Apr-June'23 over Apr-June'22
- Book Adaptations, Season Renewals, Pre-Buys, and Licensing of recently released content have contributed to the growth

Animation Trends in Film & TV Entertainment

Top Countries: USA, Japan, France, UK, Canada, Spain, Germany, Australia

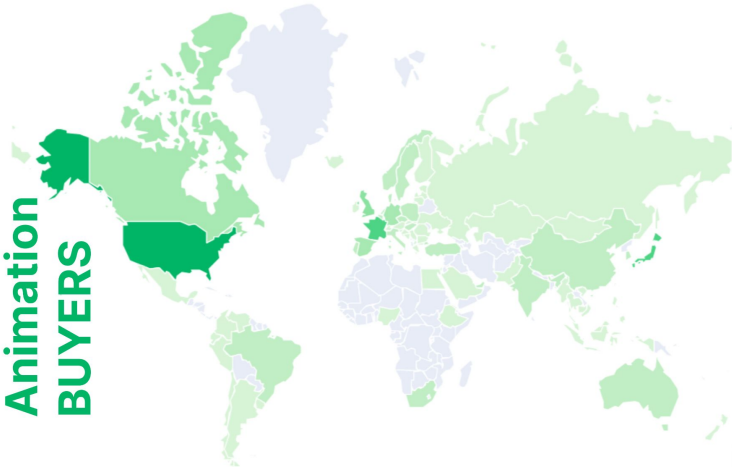


- **North America & Europe top regions for Animation content**

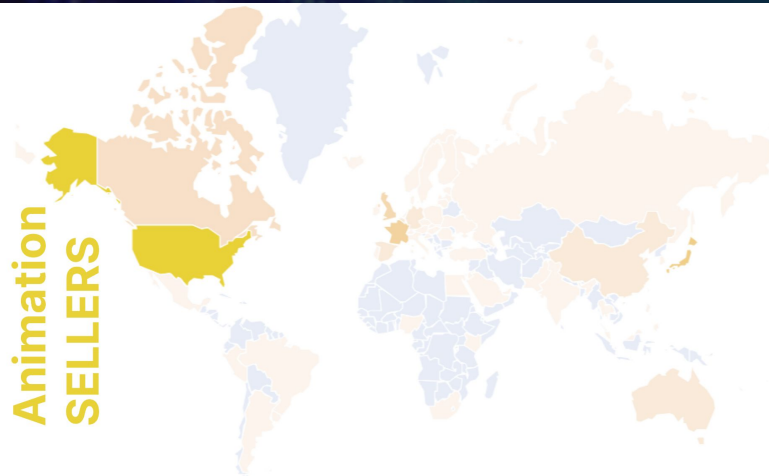
Top Animation Markets by Deal Volume

Top Countries: USA, Japan, France, UK, Canada, Spain, Germany, Australia

Animation BUYERS



Animation SELLERS



Countries

Number of Licensors & Commissioners

- USA 196
- Japan 115
- France 103
- UK 68
- Canada 49

Countries

Number of Production Houses & Distributors

- USA 243
- Japan 144
- France 99
- UK 76
- Canada 50

Period: Jan 2022 to July 2023

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Animation Genre Leaderboard by Deal Volumes

Top OTT/Broadcasters



Top Production Houses



Top Distributors

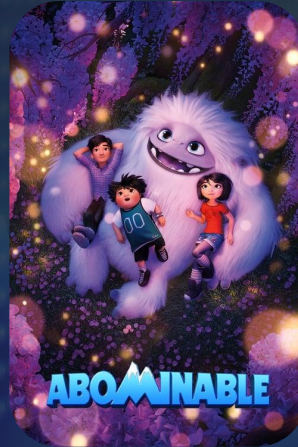
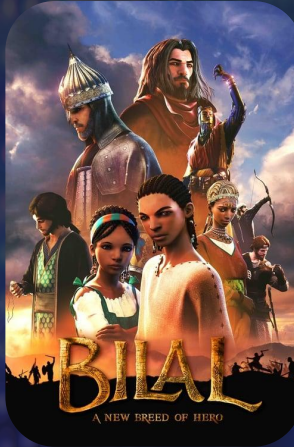
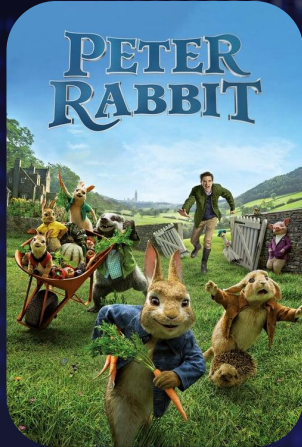
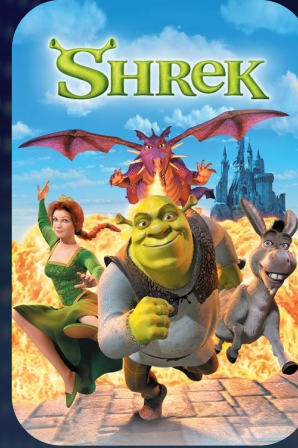
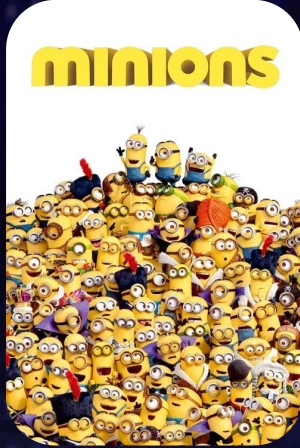


Period: 1st Jan 2022 to 31st July 2023

[Click here](#) for more details

Animation Trends in Film & TV Entertainment

Most Distributed Content



Period: Jan'2020 – July 2023

[Click here](#) for more popular titles

Animation Trends in Film & TV Entertainment

New titles with most deals worldwide (Production/Distribution/Acquisition)



Period: 1st Jan 2023 to 31st July 2023

[Click here](#) to see more titles from 2023

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