

## **The distribution of animation movies in Europe:**

### **Jean Labadie (Le Pacte, France):**

Jean Labadie came to animation movies late.

Le roi et l'oiseau (The King and the Mockingbird), independent animation film released in 1980 did not work well at all. From that starting point, this gave a break to the investment in animation movies.

Walt Disney was then almost in a position of a monopoly as other distributors or producers were too afraid to try to compete against the company.

Independent distributors have their own way to work, therefore it is not easy for them to adopt the same kind of strategy than Walt Disney.

If Le roi et l'oiseau had stopped more or less all projects of independent animation movies, the one which permitted to invert this tendency has been Kirikou by Michel Ocelot, released in 1998. However, it took no less than 6 months for the movie to reach 1 million admissions in France, showing the movie mainly in art-house theaters. This showed that this kind of movies have a public, but that without a strong network of art-house theaters, it can be hard for the movie to have enough time to work.

Recently, movies like Persepolis or Waltz With Bashir have confirmed the potential of independent animation movies. Jean Labadie precised that for a film like Waltz With Bashir, there is not even a need to release it differently than a feature film, as it is mainly dedicated to an adult art-house oriented audience.