

Case study: Panique au village (A Town Called Panic)

For what is a small animation movie in term of budget (3,5 million euros) it has been very important for the production to work very soon in a strong collaboration with the different partners. This was a way to really give a life to the movie toward the audience, well before the movie is released. This way, the website of Panique au village came up during the making of the film showing to the fans how did everything went on.

Of course, one of the strengths of this film was that it already had a fanbase as it was first a series shown on various TV channels among others Canal + in France, that is why it was important to get the fans involved.

On the sales agent point of view, it was not a movie that easy to target as the audience of the series was very diverse: indeed, on Canal + for instance, it was broadcasted late at night, with an audience therefore more focused on young adults. However, in UK, the series is broadcasted on Nickelodeon, which means this time an audience of kids or teenagers. It was necessary therefore not to lose any of the potential audience.

Coproduction Office, yet already managed to sell it into 20 countries, including 10 in Europe.