

## **Strategic Alliances**

Though HBO Animation is only in its second year of operation it is open to subcontracting. In fact, 50% of a typical production operation is out-sourced. This is based strictly on studio expertise. Future out-sourcing needs are expected to be equivalent to those of the past: 30 to 40% of a budget.

The qualities sought in a subcontractor are: solid creative performance, experience in a key operation or production process, a reel of prior work promoting a firm's expertise and an established history in the local community.

Prior alliances have been with Fun Bag in Canada and Ko-Ko Entertainment in South Korea. Both alliances were successful and solidified a good working relationship for future collaboration.

Alliance failures have been few. The main explanation given for such unimpressive collaborations are language barriers, and lack of effective communication of creative ideas.

## **Company Contact**

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