

## **Liquid Animation**

Liquid Animation is a Brisbane based, digital entertainment company which produces classic style animation series and educational multi-media resources in all formats including the Internet, high definition television, film and video. The company has three areas of focus: Commercial Animation Services, Liquid Toons and Youthealth.com.

This dynamic company run by four brothers began in 1999 with web design in their lounge room and has now grown into a business employing 35 people in short period of time. Each brother brings a different area of expertise to the company. Mike is an ex-lawyer who retrained as an animator, Steve is a qualified chartered accountant with a passion for film making, Geoff has studied commerce and is now the General Manager for the business and Russell is a world renowned pediatrician who writes the health education side content for Youthealth.com, launched in March 2001.

In April 2001 Liquid Animation signed a contract with a US production company to produce three episodes and the title sequence for a new animation series for Disney Channel. In January 2001 were awarded the 'Golden Pixie' award by US Animation Magazine for the best traditional animation on the web. They are also producing a 60 second cinema commercial for one of Australia's most prestigious advertising agencies.

Approximately 60 per cent of Liquid Animation's business and revenue come from exports to the United States, but the UK and Asia are high on the agenda for the future. The main threats they see to entering the export market are cheap labour in China, Philippines and South Korea but there are a number of opportunities. Apart from the opportunity to benefit from the current exchange rate they have the opportunity to capture larger contracts, such as in Hollywood. The company can also see the opportunity to leapfrog some of the more established local competition and to build a more modern and flexible business based on the mistakes others have made.

Religion, language and infrastructure are the types of cultural issues Liquid Animation needs to consider for their major markets but they have not had to alter their product yet. Fortunately they have not faced trade barriers in any markets.

Investigate this company's products at [www.youthealth.com](http://www.youthealth.com) and [www.liquidanimation.com](http://www.liquidanimation.com).