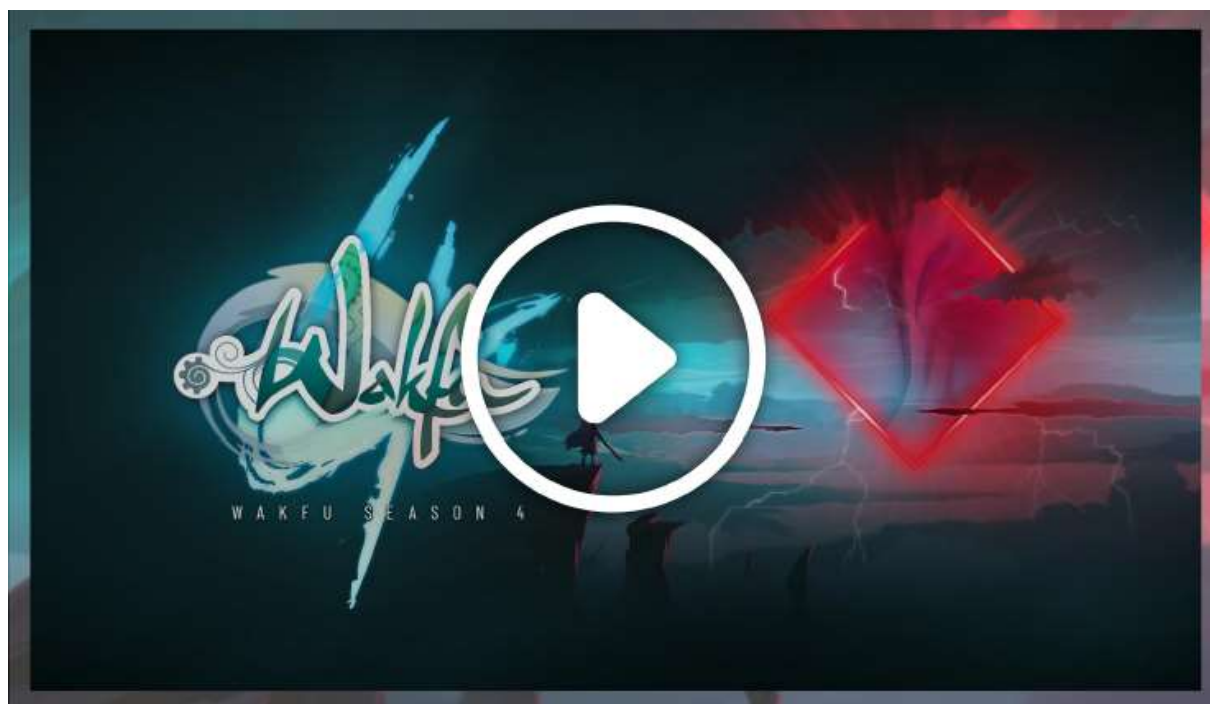




Ankama writes an open letter to its community as its Kickstarter campaign forges ahead

Monday, June 8, 2020, 4:30 p.m.: Ankama launches [a crowdfunding campaign](#) to help fund the next season of the **WAKFU** animated series. Six days later, at 3 p.m. on Sunday, June 14, contributions from fans of the series reach **€1 million**. There are 15 days left until the end of the campaign. On this exceptional occasion, **Anthony Roux** a.k.a. **Tot**, Ankama's CEO, is more eager than ever to thank the community.

Roubaix, June 15, 2020: When Ankama launched its [Kickstarter campaign](#), the company had no idea what to expect. The goal was realistic, but ambitious: **to make 13 episodes, they would have to raise €1,100,000**. That amount would only fund part of the season, but it would allow Ankama to make the next chapter in the adventures of Yugo and his friends on its own, to prove the audience's interest in the series, and perhaps to find a distributor. At the time, no one could predict whether the campaign would succeed or fail. Anything was possible.



Season 4 trailer

It was a risky path to take: results for the film *DOFUS Book I: Julith* and for the third season of WAKFU had fallen short of expectations. What would happen if the [campaign](#) struggled to reach even its first milestone?

But in just over an hour, that milestone had been reached: [the Kickstarter page](#) showed €100,000 in support for the project. The pace could have slowed down then, but aside from a few fluctuations, it remained steady. Within a week, the gamble had paid off: **1 million euros had been collected in a little over six days**.



This unexpected development inspired **Anthony Roux**, the Ankama CEO also known by the pseudonym **Tot**, to reach out and thank fans of the series:

"**Twelve years ago**, we presented the **WAKFU universe** to Julien Borde, who was then the director of youth programming at **France Télévisions**. The meeting was a real hit on both sides, and a few weeks later, we signed a contract for **two 26-episode seasons**. I should mention that we had very little experience in animation at the time, which made Mr. Borde's confidence in us all the more wonderful.

Thanks to that confidence from FTV, we were able to create a fantastic animation studio and offer viewers an increasingly ambitious series. WAKFU is now one of the great French animated series; it's travelled all around the world, and **it's developed a real cult following over the years**.



Anthony Roux

For season 3 and its darker themes, **France Télévisions** continued to support us – but a bit less enthusiastically, because they were looking to target younger audiences with their programming. Fortunately, we were able to complete our funding when **Netflix** got involved. I've read a lot of messages and articles complaining that these partners haven't renewed their interest for season 4. First of all, I need to point out that **without them, we never could have made it to this point**. That's a fact.

We put a lot of passion (sometimes too much) into creating our universes, but it's important to remember how things work. A series has to bring in viewers and find an audience if it wants to have a chance to be renewed, and our broadcasters and platforms have to think about the consequences of their choices. **Another goal of this [Kickstarter campaign](#) was to show them how much love and commitment there is out there for WAKFU, and maybe to revive their interest in our universe as a result.**

To be honest, after twelve years and so many episodes, I didn't know if I, as the creator, wanted to embark on this adventure again either. Season 3 wasn't a huge success, and we were coming off of a failure with the DOFUS movie. When you spend **ten years developing a universe like this one**, on so many platforms, you develop a visceral connection with what you're making. Your characters become your children, and their failures feel like real wounds that are hard to recover from. Frankly, without the fans there to motivate me, I think I would have moved on to something else.

It was the fans, and them alone, who have made all this possible. So of course, Ankama and its potential future partners will provide the rest of the funding for this season, but **the true heroes in this story are all the people who backed us in this crowdfunding campaign**. They helped us reach our goal in record time, and their support moved us to tears and gave us back the strength we thought we'd lost. They declared their love for the series like never before. We were really touched by that, and we're going to show them that they were right to encourage us. In turn, we're going to declare our love for them by putting all of our energy into this fourth season. After all, they deserve it."



Since then, Ankama has added two new stretch goals to its [Kickstarter campaign](#), in addition to the 13 episodes of season 4. The first, at €1,250,000, is to fund a **special episode focused on Oropo**, the enigmatic antagonist from season 3. The second, at €1,400,000, will enable Ankama to make **another special episode that they're keeping secret** for now, about the origins of the WAKFU universe – a story that's sure to thrill fans of the animated series.



OROPPO
EPISODE

€1,250,000



?
EPISODE

€1,400,000

In short, the campaign's not over yet. But it has already broken a **historic record**: the **largest amount of funding raised on [Kickstarter](#) for an animated series in Europe** (and the second-largest worldwide). Ankama sincerely thanks everyone who has backed this unprecedented [campaign](#), and of course, it is now committed to making the fourth season of **WAKFU**.

Beyond the fundamental issue of funding, the company and all of its teams and employees feel individually touched by this show of passion and affection, and they'll do everything in their power to **live up to the fan community's expectations**.

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About the Ankama Group

Ankama is an independent company that creates, publishes and distributes works of entertainment worldwide. From video games to board games, and animation to manga, it controls the production chain of its creations from A to Z. Known for its MMORPGs and the animated series *DOFUS* and *WAKFU*, part of a vast universe called the Krosmoz, it released its first full-length feature film in 2016, *DOFUS – Book I: Jullith*. Its many other creations include: the *Krosmaster Arena* board game and figurines; the mobile video games *Tactile Wars*, *King Tongue*, *DOFUS Pogo*, *Nindash*, *WAKFU: The Brotherhood* for smartphones and tablets; and manga and graphic novels such as *Mutafukaz*, *Shangri-La*, *City Hall*, *Radiant*, and *Freaks' Squeele*. Indeed, since 2004, the Ankama teams have been applying the principles of transmedia and creating universes that they develop through multiple stories in multiple media, thereby offering their communities of players, readers and spectators a full and immersive narrative experience across all popular platforms. At Ankama, every story is unique, but they are all interconnected. To get an idea of what's going on at Ankama, take a look at: *DOFUS Touch*, the tablet and smartphone version of *DOFUS*, released in late 2016; *Krosmaga*, the collectible card game combining combat and strategy; season 3 of the animated series *WAKFU*, aired on France 4 and Netflix France in 2017 (and worldwide from April 2018); and the movie *MUTAFUKAZ* with Orelsan, Gringe, and Redouane Harjane, released on the big screens in France on May 23, 2018. <http://www.ankama.com/>

