

“American Mature Animation”

## Abstract

In this paper, we are going to talk about the American Mature Animation and how it is changing. First, Animation was only a way of showing something different and new, and with time, started to become more directed towards children, forgetting completely the more Mature audience. Shows like *The Flintstones* (1960 – 1966) and *The Simpsons* (1989 – present) helped to open the doors of this recent market, that since the 80's hasn't stopped but only more recently it started to explore different genres, such as horror, action and musical. In the last year alone, it was possible to see a big flow of content for this audience thanks to the online streaming services that want to attract more people. As the titles says, this paper is only going to talk about animation in the American context because there are other markets, such as the Asian one, that is more advance, creating content for all the audiences.

Keywords: Mature Animation; Humour; Comedy; History; Adult; Family; Television; Streaming.