



IMIRA ENTERTAINMENT'S HOT NEW PROPERTY LARVA SNAPPED UP BY NICKELODEON

Imira Entertainment's 2013 MIPTV launch show secures blue chip international broadcasters

Barcelona, 05 March 2013: Imira Entertainment, Spain's leading production and distribution company specialising in youth programming, has secured a number of key international broadcasters for its MIPTV 2013 launch show, **Larva**, most recently with childrens' entertainment broadcasting juggernaut Nickelodeon. The brand new animated series which has already been sold to a number of key broadcasters across the globe, and Imira Entertainment holds the rights of distribution to Europe and Latin America.

Nickelodeon has taken the first series of **Larva** for pay TV broadcast in Spain, Portugal and South Africa, extending the global reach of this vibrant new comedy.

Larva (season 1) has already been picked up by renowned broadcasters including ABC in Australia, NRK Super in Norway, SVT in Sweden, Canal Plus in France and Disney Channel in Taiwan, Hong Kong, Japan and Macao.

Aimed at kids and family audience, **Larva** season 1 (104X2') already available + season 2 (52X4') currently in production and available later this spring, is a 3D CGI series produced by South Korean company Tuba Entertainment. This slapstick non-dialogue comedy revolves around short vignettes from the lives of Red and Yellow, two sewer dwelling worms, who are entertained and challenged by the various items and other animals which filter through the pavement grates into their world. Yellow is the goofy, oafish friend to the more savvy Red, and together they explore their world, getting into close scrapes and having a range of hilarious escapades.

Christophe Goldberger, Producer and Head of Sales and Acquisitions, says: "**Larva** is a fantastic, cross-generational property, and we are thrilled to be bringing it to new audiences. The non-dialogue based comedy format means the show has a genuinely universal feel, and we are confident it will continue to go from strength to strength this year."

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Notes to editors:

Barcelona, Madrid and Vitoria based Imira Entertainment www.imiraentertainment.com is a producer and distributor of top quality youth programs. It creates innovative content for kids with strong editorial lines, and a universal appeal. Its productions incorporate the latest technologies as properties are developed for cross media exploitation (TV, video, licensing, merchandising, mobile phones and publishing). Imira Entertainment distributes a catalogue of over 4,000 half hours of premium kids programs, including animated feature films.