



## IMIRA ENTERTAINMENT SECURES SLATE OF NEW IBERIAN DEALS

Barcelona 28 May 2013. Imira Entertainment, Spain's leading production and distribution company specialising in youth programming, is underscoring its pre-eminent reputation in Iberia, signing a host of new deals in the territory.

Canal Panda has shown great commitment to Imira's slate, picking up: *The Lost Treasure of Fiji* (13x26') from Shiff Productions and ZDF Enterprises, a high profile live action series following Tyler, Kirra, and Alison, who have been sucked into the world of a treacherous computer game; the mischievous gang in *Mimi and Mr. Bobo* from Imira (33x26'), and the futuristic *Skyland* from Millimages (26x26') for the Spanish market.

These titles join Sunwoo Entertainment's action packed *Mix Master Final Force* (39x22') and Australian tween drama *Dance Academy* (26x26') from Werner Film & ZDF Enterprises for Portuguese Pay TV, also sold to Canal Panda. The broadcaster has taken this second helping of Imira content after picking up an initial seven series in Spring 2012.

TV Andorra is also snapping up a range of titles for the region - *Lucky Fred* from Imira (52x12'), *Lazy Lucy* (52x5') and *Pablo, The Little Red Fox* (52x5') both from Millimages are all now available via Free TV in Andorra.

*Lucky Fred* and *Sandra, The Fairytale Detective* (52x13') from Imira Entertainment, have also just been selected in the Comkids – Prix Jeunesse Iberoamericano 2013 in Brazil. They join a shortlist of 86 productions, and represent 2 of the 4 Spanish entrants that have made it to this level.

Sergi Reigt, CEO of Imira Entertainment says: "Iberia remains a key territory for us, and we continue to be committed to developing, producing and distributing quality English and Spanish content for this region. We are delighted that broadcasters continue to show strong support in this market for our dynamic and engaging content."

### For further information please contact:

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**Notes to editors:**

Barcelona, Madrid and Vitoria based Imira Entertainment [www.imiraentertainment.com](http://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.