



## **IMIRA ENTERTAINMENT'S LARVA SPAWNS FANS WORLDWIDE**

### **Animated series sells to Cartoon Network LatAm along with multiple European territories**

Barcelona, 16 September 2013: Imira Entertainment, Spain's leading production and distribution company specialising in youth programming has sold season 1 (104 x 2') and season 2 (52 x 4') of *Larva*, its recent acquisition from South Korean Tuba n Co., LTD., into several key markets. Imira Entertainment holds distribution rights to *Larva* for Europe and Latin America.

Cartoon Network Latin America has taken both seasons, while in France Canal+ will broadcast season 2. Scandinavian audiences will see season 2 via a deal with Toon TV, and Noga has taken all current episodes to Israel.

*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* is a 3D CGI series produced by Tuba n Co., LTD. 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.

Commenting on the deal, Sergi Reigt, CEO of Imira Entertainment says: "*Larva* is a strong property with a broad appeal and humour which transgresses cultural boundaries, which is no doubt a major factor in its universal popularity. We are thrilled to have signed deals across key territories with such a high caliber of broadcasters."

#### **For further information please contact:**

##### **Monique Levine at DDA Blueprint**

Tel: + 44 (0) 20 7932 9800 or email [monique@ddablueprint.com](mailto:monique@ddablueprint.com)

IMIRA ENTERTAINMENT (Barcelona)  
Ribes, 9  
08013 Barcelona SPAIN  
Tel.: 34 932 650 757  
Fax: 34 932 457 150

.....



IMIRA ENTERTAINMENT (Madrid)  
C. San Juan de la Cruz, 2  
28223 Pozuelo de Alarcón - Madrid SPAIN

IMIRA ENTERTAINMENT (Vitoria)  
Portal de Castilla 46, 1-dcha  
01007 Vitoria SPAIN

.....

**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.