



## **CREACON SIGNS TV DISTRIBUTION AGREEMENT WITH IMIRA FOR CITY OF FRIENDS**

**October 10<sup>th</sup>, 2013, London & Cannes** – Norwegian children’s entertainment producer CreaCon Group has appointed Spain’s leading childrens and youth production and distribution specialist, Imira Entertainment to represent the television and DVD rights to CreaCon’s popular animated pre-school series *City of Friends* in Latin America, Spain, Italy and Portugal. Under the agreement, Imira will represent two 26 x 10 minute series and two thirty-minute specials of *City of Friends*.

TV distribution for *City of Friends* is handled by Sky Vision globally, with the exception of the territories covered by Imira. *City of Friends* has been sold into more than 180 countries worldwide and has been translated into more than 23 languages. Broadcasters include including Channel 5 (UK), Boomerang and Cartoon Network (Nordics), France TV (France), Al Jazeera (Middle East & North Africa), M-Net (Africa), HOP! (Israel) and Yoopa (Canada).

**Harold Setten, CEO CreaCon Group commented:** “We are delighted to be working with children’s distribution specialists Imira to take *City of Friends* to brand new audiences in Latin America, Spain, Italy and Portugal and expanding our reach into these important markets. We look forward to building a strong City of Friends fan base there.”

Sergi Reitg, CEO of Imira said: “*City of Friends* is an authentic and engaging property which has struck a note with audiences around the world, and Imira is proud to be taking it to Latin America and further European markets. We are ideally positioned to sell properties into these territories, extending their global reach.”

**City of Friends** is uniquely based on the adventures of a real-life Norway state police officer, CreaCon Founder and CEO Carl Christian Hamre, who first told them as bedtime stories for his young

son. First broadcast in the Nordic region in 2010, City of Friends follows the adventures of new recruits to the Emergency Services – Max the monkey, Ted the teddy bear and Elphie the Elephant – who work together to solve everyday problems in their city. Today, City of Friends is broadcast in more than 180 countries and in 23 languages around the world. CreaCon Group is Norway's leading independent children's production company with businesses that span TV production & distribution, licensing, live events, DVD production and distribution, music and digital operations.

CreaCon Group has recently announced a toy deal with Top Toy Hong Kong Ltd. as well as a raft of new licensees across DVD and publishing in the UK where the TV series airs on Chanel 5 milkshake! CreaCon already has an extensive City of Friends licensing programme in place in the Nordic region across toys, games, apparel, food, Apps and electronic games including toy deal with major Nordic company TSI. CreaCon also has a multi year deal with Turner Broadcasting, which includes the broadcast of City of Friends on Cartoon Network and Boomerang across the Nordic and Baltic region.

**CreaCon will be bringing City of Friends to BLE 2013 - visit the team at stand F090 and also Imira Entertainment will be at stand F020-D.**

**For further information please contact:**

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**About CreaCon Group**

CreaCon Group is a leading independent children's entertainment production company. Based in Norway the Group was founded in 2006 with the launch of its first pre-school television series and licensed property, City of Friends. The series has been sold into more than 180 countries around the world and CreaCon's businesses span television production and distribution, DVD and music distribution, live events and licensing. [www.cityoffriends.com](http://www.cityoffriends.com)

**About IMIRA**

Imira Entertainment is a leading Spanish company in the production and international distribution of animation and fiction series and films for children and adolescents, specializing in digital content.

With offices in Barcelona, Madrid and Vitoria, the company, founded in 2003, has a catalogue of over 105 animation and fiction titles, consisting of some 75 animation series, 20 fiction series and 10 full-length animation films, totalling over 4,000 half hours. It produces and distributes high-quality content for children and teenagers, incorporating the latest technologies for exploitation across all kinds of platforms: TV, videogames, online, mobiles, and spin-off products.

**About Sky Vision**

Created following BSkyB's acquisition of Parthenon Media Group in 2012, Sky Vision is a distributor of multi-platform entertainment, bringing content to life for audiences around the world and offers a boutique-style approach for all content providers to deliver a globally-managed distribution service.