



IMIRA ENTERTAINMENT'S *LARVA* SCORES WITH CSC MEDIA

Animated duo to launch in the UK

Barcelona, 12 June 2014: Imira Entertainment, Spain's leading production and distribution company specialising in kids and youth programming, has signed a deal with UK based broadcast group CSC Media for seasons one (104 x 2') and two (52 x 4') of *Larva*, as well as a special 3 minute football-themed episode which celebrates the excitement mounting ahead of the Brazilian tournament. CSC Media owns and operates 19 successful television channels across the UK and Ireland, including free-to-air Tiny Pop, POP, PopGirl, Kix, along with complementary websites, on-demand services and mobile apps.

Francesca Newington, Head of children's channels at CSC Media Group comments: "*Larva* is a fantastic new addition to the Kix schedule. It's very funny high quality animation, perfect for our target audience of boys 7-12 and it will easily appeal to a broader audience including younger kids and parents. We're looking forward to the football special also featuring on POP, our channel for 4 – 9s which recently launched on Freeview channel 75."

Sergi Reitg, CEO of Imira Entertainment says: "The fun and mischief in *Larva* is globally appealing and completely infectious, and we are looking forward to launching it in the UK with CSC Media. The company's broad reach across both age groups and platforms is the perfect springboard for *Larva*, which has found fans of all generations."

Larva has already been picked up by renowned broadcasters including Nickelodeon for Iberia & New Zealand, Cartoon Network in Latin America, Korea, South Asia and Thailand, Disney Channel in Taiwan & Hong Kong, TV Tokyo Japan, Canal + & Teletoon in France, ABC in Australia, RAI in Italy, NRK Super in Norway, SVT in Sweden, Toon TV in Denmark, VRT in Belgium, NOGA in Israel, TV3 in Malaysia, RCTI in Indonesia, GMA in Phillipines, Yan TV in Vietnam, and Mongol TV in Mongolia - with more global deals underway.

Larva season 3 (104 x 2'), sees Red and Yellow move outdoors in New York, and is currently in production. There is also a feature film (1 x 90') on the cards using full 3D CGI set to release in 2016.

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.



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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 3,000 half hours of premium kids programs, including animated feature films.