



## **Imira Entertainment heads to MIPJunior & MIPCOM with extensive new slate of Premium Kids Content**

**Madrid 5th October 2016. Imira Entertainment, one of the world's leading distribution companies of premium kids & family content has acquired over 300 half hours of new product in the run up to MipJunior and Mipcom.**

Imira has secured distribution in Europe and Latin America for **DinoCore** (39x15'), the latest production from Korea's world-renowned studio, Tuba (creators of the global successful IP, **Larva**). The 6-10 targeted new dynamic boys action series takes place on peaceful Dino Island that is under threat from an evil leader from another planet in search of an ancient power, produced by. DinoCore is currently airing in Asia on SBS, Tooniverse, and on Pay Tv channels Jei and Animax. Imira has also secured distribution in Europe and Latam of Larva's third series **Larva in New York** (104x2'), the latest slapstick adventures of the wacky comical duo. Imira currently handles European and Latam distribution for all three existing larva Series.

Tuba's General Manager, Chang-Il Bae comments *"Larva has been quite challenging due to its short format, but thanks to Imira, it is well translated to global market successfully. I am very excited to be teaming up with Imira again for our new boys' content "DinoCore" and I am sure it will stand out in the competitive boys' action genre because of the appealing storyline & quality."*

Imira Entertainment has secured worldwide distribution of the delightful preschool series **Hogie The Globetrotter** (52x11') from Malaysia's Lil Critter Workshop, an adventure comedy that centres on the exploits of a curious tree frog and his friends as they travel the globe. The series will have its industry debut at MIPJunior.

Lil Critter Workshop's Managing Director, Walid Omar adds: *"We are extremely excited to team up with Imira Entertainment. We know that Imira share our passion and belief in the potential of Hogie and his adventures, and we look forward to sharing Hogie's journey with them".*

In the run-up to Mipcom, Imira has sealed distribution for Europe, Latam, US and US Hispanics on prestigious Korean producer SAMG's preschool high-octane edutainment series **Vroomiz** (52x13') featuring a set of lovable talking vehicles shaped like animals, which has been sold to broadcasters around the world including Al Jazeera (Middle East), CCTC and Kaku (China), Yarmouk (Turkey), Carousel (Russia), Asia FTP Play, VTV (Asia), RTM (Malaysia) and EBS, BTV, Jei Tv, Animax (Korea). Imira also represents SAMG's **MiniForce** (52x13'), the 4-9 yrs old action comedy series of a special commando force on a mission to protect small and helpless animals from an evil villain. MiniForce is a solid 360° IP having mighty results in Korea, which has been sold to EBS (Korea), CTC (Russia), MCOT (Thailand), IPTV VOD Olleh TV, BTV, U+TV, (Korea) FPT Play (Vietnam) and Chinese VOD platforms QQ Channel/Tencent, IQYI, LTETV,

YoukuTudou, and Kankan. All Chinese VODs add up to 1 billion viewership within the past six months. A huge consumer products programme is already in place.

*SAMG's CEO Suhoon Kim said "Vroomiz and Miniforce are both our key IPs. We are very pleased to meet a momentum of overseas business with a great partner like IMIRA Entertainment. Vroomiz and Miniforce are already in aggressive expansion in Asia. We are confident that this move will continue in Western countries as well, relying on the rich experience and networks of IMIRA Entertainment. "*

Sergi Reitg, CEO of Imira Entertainment adds *"For MIPJunior & MIPCOM 2016, Imira has wanted to present a whole new slate of series, hence completely renovating our catalogue. Our goal is to meet the needs of our customers who increasingly demand premium content as well as multi-territory rights.*

*We are very pleased to offer a whole new catalogue consisting of 10 new series for various targets and genres, all with multi-territory rights. We have pushed to invest in series with immediate availability, so this will surely delight our international customers.*

*With this commitment, the more important in recent years, IMIRA aims to become a key partner for all broadcasters, SVOD platforms or digital services looking for premium kids content kids that they can programme internationally. We are delighted with the support of all the production companies who are trusting in Imira to handle the global distribution of their product, and we continue in our quest to have the best Kids properties for international distribution.*

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#### About Imira Entertainment

Barcelona and Madrid based Imira Entertainment, a Toonz Media Group company, is a producer and distributor of quality kids & family programs. It creates and distributes innovative content with strong editorial lines, and a universal appeal aimed at kids from preschool to tweens. Its productions incorporate the latest technologies as properties are developed for cross media exploitation (TV, VOD, licensing, merchandising, mobile and publishing). Imira Entertainment distributes a catalogue of over 3,000 half hours of premium kids animation and live action series and feature films.

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