



Imira Entertainment closes key sales prior to NATPE

Madrid 11th January 2017. Imira Entertainment, one of the world's leading distribution companies of premium kids & family content has sealed important sales distribution deals across the globe in the run-up to Natpe.

Imira has closed deals with leading broadcasters and platforms around the globe including HBO Spain who has just launched in the Spanish market, taking a large slate of titles including kids live action adventure series '*Jamillah & Aladdin*' (52x11'), recently nominated as finalist in the Kidscreen Broadcast Awards 2017; the spooky comedy adventure '*Bat Pat*' (52x11'), '*Alisa*' (24x26') a sci-fi boy-girl adventure comedy set on futuristic Planet Earth; global preschool phenomenon '*Pororo the Little Penguin*' (156x7'- 78x13'), '*Sandra, the Fairytale Detective*' (52x13'), and the playful puppy preschool comedy '*Cleo*' (39x6'). Turner has taken Marvel superhero hit '*Wolverine & The X-Men*' (26x22') for France; TVA Canada has picked up Imira production comedy adventure '*Lucky Fred*' (52x11') whose second season is currently in production.

Discovery Kids MENA has secured preschool adventure '*Hogie the Globehopper*' (52x11'), and '*Mika's Diary*' (52x7'); Mexico's Canal Once has taken preschool titles '*Yohoo&Friends*' (104x11') and pop-up adventure '*Zack & Quack*' (52x11'); Canal Plus is adding more of the wacky comic duo '*Larva*' (208x2' & 52x4') to its programming, National Geographic is picking up Imira produced preschool healthy eating series '*Vitaminix*' (104x2'); Argentina's Primo TV taking '*Lucky Fred*' (52x11'), '*Lola & Virginia*' (52x12'), and urban musical adventure series '*Freefonix*' (40x22'); and Spain's leading Kids channel Clan TV picks up '*Mika's Diary*' (52x7'), extending the already solid relationship with Imira, recently having picked up Imira's co-pro '*Bat Pat*' which has aired on the channel to great success.

Imira's CEO Sergi Reitg and Latam & US Hispanic Sales Manager Begoña Esteban will be attending Natpe under the Animation from Spain umbrella stand, with a completely renewed catalogue of premium kids and family content specific for the Latin American and US Hispanic markets, including new preschool online success '*Badanamú*' (52x11') that helps kids understand the world around them in a fun and original way; preschool musical series 'Live your Planet' produced in association with Sony Pictures and based on Spain's leading kids musical success Cantajuego; the vivid imaginary world of creative and adventurous twins in '*YoYo*' (52x7'); high-speed action adventure '*WatchCar*' (52x11') the huge transmedia edutainment adventure series '*Creators*' (26x24' & 26x12'); and the new preschool adventure '*Hogie the Globehopper*'

(52x11'), amongst other titles in its 150 title, 3000 half hours strong catalogue which has over 25 language versions to cater for the ever-growing global multi-language demand.

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 150 titles amounting to more than 3,000 half hours of premium kids animation and live action series and feature films.

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