



Imira heads to Annecy with major distribution deals closed

Netflix, Disney, Turner and Nickelodeon acquire product

Madrid 13th June 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 MIFA Annecy.

Imira has closed a multi-title deal with **Netflix** which includes Korean studio SAMG's preschool "Vroomiz", "MiniForce" and action adventure "Power Battle Watch-Car", and Imira produced "Lucky Fred", "Lola & Virginia" and "Sandra, the Fairytale Detective"; **Disney** takes all four seasons of Tuba's comic duo slapstick non-dialogue comedy "Larva" for Latam and the Caribbean basin; **Turner** has acquired Calm Island's "Badanamu" and SAMG's "Vroomiz" for Italy; and **Nickelodeon** is expanding its previous multi-territory acquisition "Larva", and adding more seasons for Spain and Portugal and Portuguese-speaking Africa.

Spain's leading Kids Channel Clan takes Showlab's preschool imaginative world of "YoYo"; South Africa's **Showmax** has picked-up "Jamillah & Aladdin", CBeebies/CBBC, Kindle Entertainment, Toonz Entertainment and Mediabiz co-pro kids modern-day Aladdin series for the African continent. **Canal 11** in Mexico is taking Zodiak Kid's preschool pop-up adventure "Zack & Quack" and Aurora's preschool environmental "YooHoo & Friends". Portugal's **SIC** has closed a deal on IMPs global classic "The Smurfs" for its SIC K channel for Portugal and parts of Portuguese-Speaking Africa, and for its SIC International Channels on a multi-territory basis.

Imira has sold a massive 14 title package to Czech Republic and Slovakia's Free Tv channel **Tuty Broadcasting**; and has closed a 10-title deal with **Buongiorno**, for its KidsInMind App platform. **Kids Network** is taking Imira-produced "Sandra, the Fairytale Detective" for Middle East.

Imira is heading to Annecy with new product under its arms, including new comedy adventure "Smighties" (39x7') based on a group of small but mighty heroes who live in a colourful fantastical world, produced by Toonz Media Group and Herotainment; "Gummy Bear" (52x11') TV series based on the colossal internet sensation and produced by Google, Toonz Media Group and Gummibar International; Preschool vivid imagination series "YoYo" (52x7') from Showlab; preschool world traveller "Hogie the Globehopper" (52x11') from Lil Critter Workshop; the new longer programming 30x11' format "The Larva Collection" and the new season 4 (26x7') of Tuba's comedy hit; and more new educational short format content and new apps of the online phenomenon "Badanamu" from Calm Island to accompany the 52x11' series.

Imira's CEO Sergi Reigt comments "2017 so far has been extraordinary for Imira from a distribution point of view so far, closing our year with more than a 70% increase in Sales, largely

to the new emerging and consolidating digital platforms who benefit from the huge range of preschool and kids catalogue we have, as well as the multi-language versions availability and our speedy and effective digital delivery system.”

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 distributing 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. Imira also has a Consumer Products division for the Spanish and Portuguese Markets.

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