

MEDIA I.M. CLOSES LICENSING AND L&M DEAL WITH Düşyeri ANIMATION STUDIOS ***Kikoriki* and *Pin-Code* to start new adventure on Turkey's Planet Çocuk**

MIPCOM 2015

Media I.M., the London-based content distribution company that specialises in premium animation and family entertainment, is at MIPCOM having just closed its first TV licensing and L&M pact with Turkey's Düşyeri Animation Studios, best known for its hit pre-school series *Pepee*.

Under the deal, Düşyeri has acquired the TV rights to two of Media I.M.'s most popular animation series — *Kikoriki* and *Pin-Code* — for main Turkish children's channel Planet Çocuk. Düşyeri will also serve as Media I.M.'s licensing and merchandising (L&M) partner in Turkey, developing and driving an ambitious L&M strategy around both properties. The agreement covers a total of 116 episodes of both *Kikoriki* and *Pin-Code*, with an option on a further 232 episodes of both series.

Kikoriki, Petersburg Animation Studio's flagship brand about the spherical inhabitants of the world of Kikoriki, launched in 2003 and has gone on to become one of the most successful projects in the history of Russian animation and L&M. Düşyeri has acquired the original *Kikoriki 2D* series, as well as the latest follow-up series *Kikoriki New Adventures* and *Pin-Code* series in 3D. Animated adventure series *Pin-Code* chronicles the adventures of a penguin inventor called Pin and features all main characters introduced in *Kikoriki*.

Maria Ufland co-founder of Media I.M., said: "With Turkey being the MIPCOM 2015 Country of Honour, it's particularly satisfying to be in Cannes with a major Turkish deal under our belt. We are very excited to be launching our shows on Planet Çocuk backed by the deal with Düşyeri, one of the biggest and most respected names in Turkish animation, with a creative track record that is matched by its skill in building and growing brands. We couldn't be in safer hands as we enter one of the world's most dynamic markets."

Ayşe Sule Bilgiç the editor in chief for Planet Çocuk, said: "We are very excited about the opportunity to introduce Turkish kids to the world of *Kikoriki* and *Pin-Code* and are confident that we can help developing these shows into a big success both on-screen and off-screen".

In the run-up to MIPCOM, Media I.M. also announced deals for *Kikoriki* and *Pin-Code* with several Southern and Eastern European broadcasters, including Discovery Italia, Telecom Italia, Spain's TV Galicia and Estonia's ETV.

About Media I.M.

Media I.M., launched in April 2014 by former Viacom International Media Networks executives Maria Ufland and Irina Nazarenko, is an international content distribution company specialising in the sale of premium family entertainment and animation to both linear and non-linear platforms. The London-based operation, which has more than 1000 episodes of children's animation in its portfolio, has exclusive distribution agreements with several leading European animation producers, including Petersburg Animation Studio, Melnitsa Animation Studio, Studio Atria, Studio Nebo, Ficción Producciones, Bionaut Films

and Da Animation Studio. Media I.M. is active in pre-sales and identifying co-production and product licensing partners for its animation brands, which include *Robodz*, *The Pooches*, *Kikoriki*, *Moonzy*, *Pin-Code*, *The Bubbles*, *TuTu*, *Rosa and Dara and Their Great Adventures*, *Riki* and *Flying Animals*. Its boutique approach gives it the flexibility to develop 360-degree opportunities around each property to deliver maximum value to both producers and licensees.

For further information on Media I.M., please contact:

Cheryl Clarke at **Mushroom Media** on:

Tel: +44 (0)7939554109

E: cheryl@mushroom-media.co.uk

[**www.mediaim.co.uk**](http://www.mediaim.co.uk)