

P R E S S R E L E A S E

International programme distribution

WDRmg brings Nordic kids' programme *Gigglebug* to Channel 5's Milkshake!

Cologne, 24th July 2017. WDR mediagroup (WDRmg) in Cologne has licensed Gigglebug Entertainment's Finnish kids' programme, *Gigglebug*, to Channel 5's popular pre-school block Milkshake! *Gigglebug* will be available exclusively on the brand's newly launched YouTube channel from 24th July.

The British broadcaster is betting on *Gigglebug*'s international success and popularity in the online world and will stream the first five episodes of the series on Milkshake!'s first ever YouTube channel when it launches on July 24th, with two new episodes released every week. The format will also be available for viewers on the block's website, milkshake.tv.

"*Gigglebug* is just hilarious and we are so happy to be able to share it with the Milkshake! audience," said Sarah Muller, Head of Children's Channel 5. "The Milkshake! YouTube channel should provide an ideal platform for the property as UK families can enjoy episodes of this unique series."

Gigglebug, the heartfelt and infectious series for pre-schoolers, consists of two seasons with 52 five-minute episodes. Produced by Gigglebug Entertainment, it was originally commissioned by YLE in Finland and SRF in Switzerland, and is already on air in numerous other European territories. As an app, *Gigglebug* has long been an international hit, as the protagonist of a TV-series, he is a star on the rise. Now the little forest creature with the infectious laugh is coming to the UK for the first time.

Gigglebug promises to get kids and families laughing together, highlighting the healing power of laughter and how positive thinking helps children learn better. Set in the enchanted Greengown Forest, *Gigglebug* shows his sometimes grumpy animal friends that you can achieve anything you set out to do if you have an optimistic outlook. With more than 1,000,000 downloads, the "Gigglebug" apps have topped the preschool app charts in 64 countries.

Stefanie Fischer, Head of Content at WDRmg, says: "Starting a new YouTube channel with "Gigglebug" fits perfectly to the brand, as it originated in the digital world. This kind of distribution by Channel 5 is a great opportunity for the series to expand on the existing fan base in the English-speaking territories."

Anttu Harlin, CEO and Producer at Gigglebug Entertainment, says: "We're thrilled to bring the utterly positive world of *Gigglebug* to the UK. At its heart, *Gigglebug* began as a digital brand, so we can't think of a better UK home than the exciting new Milkshake! online channels. It's already become a firm family favourite across Finland

and we have no doubt that kids and families across the UK will also fall in love with the show and share magical moments of giggles.”

Images are available for download at:

http://wdr-mediagroup.com/en/company/press/press_releases

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About WDRmg

WDR mediagroup (WDRmg) – a subsidiary of WDR, one of the biggest European public broadcasting stations – acts as marketer and rights distributor of quality programmes and formats. With its wide range of children’s programmes, innovative format slate and its newly established remake catalogue, WDRmg offers content for every target group and slot. Alongside WDR-owned brands and content, WDRmg also handles international sales for products by various well-known independent producers and production companies. Ranging from broadcasting, VoD and inflight rights to the release of DVDs and Blu-ray, WDRmg covers the whole chain of distribution, globally and across all platforms. The company is also an active co-production partner – by handling the distribution or acting as co-producer / co-financier.

About Giggiebug Entertainment

Giggiebug Entertainment is inspired by the emotional goals in Finnish pre-school curriculum. In early learning, the ability to try again, think positive and not be discouraged by failure, is an important pedagogical aim. Its flagship production Giggiebug deals with themes like friendship, fears, overcoming challenges and recognising emotions. Even difficult themes can be explored. As a 360° brand, Giggiebug consists of two seasons of TV-series with 26 episodes, 3 game applications, 3 sound books, a music album and live events. The TV series has been pre-sold to 13 countries and the apps have over 1 million downloads. It is the biggest children's TV series produced and made in Finland. It is the second largest Finnish kid's TV series, after the Moomins, that is commissioned by the Finnish national broadcasting company YLE.

About Milkshake!

Channel 5's Milkshake is home to some of the world's favourite preschool characters. There is a range of stimulating and engaging programmes that include strong story led animation,

genuine documentaries for pre-schoolers and presenter led high quality musical entertainment. 2016 saw Milkshake! achieve its strongest year to date amongst Children, 4-9s, HWKs and HWKs 0-3. Milkshake! was the number one breakfast destination (6-9am) for Children and 4-9s in 2016. Channel 5 broadcasts 24 hours of children's programmes every week. Milkshake is on air from 0600 - 0915 every weekday and 0600 - 10.00 on Saturday and Sunday. For further information visit www.milkshake.tv

About Channel 5

Channel 5 launched as Britain's fifth public service channel in March 1997 and has been owned by Viacom International Media Networks since September 2014. Channel 5, 5STAR, 5USA and Spike reach 4 in 5 of the UK viewing public each month with a broad mix of popular content for all the family across entertainment, documentaries, sport, drama from the UK and US, films, reality, comedy, children's and news. My5 is a new service allowing viewers to watch content online for free from Channel 5, 5STAR, 5USA, and Spike.