

PRESS RELEASE

Kids' program

Premiere: WDRmg is co-producing to bring for the first time ever “Bobo” to the TV screen / The distribution of international TV broadcasting rights will begin at MIPCOM in Cannes

Cologne, October 8, 2014. With over a million books already sold, “Bobo” is one of the most popular book series for kids between two and four years old. Reason enough for the Cologne-based, German content service provider WDR mediagroup (WDRmg) to step up and co-produce the animation of these successful books of JEP Egenolf Productions in conjunction with WDR as well as Les Films de la Perrine. A total of 26 episodes each seven minutes long are available, a second season, an additional 26 episodes, is in planning. In Germany, “Bobo” celebrated its TV premiere on September 28, 2014 on the kids' public broadcasting channel, KiKA. The world-wide TV rights will be distributed by WDRmg starting at this year's MIPCOM in Cannes. WDRmg's sales and distribution mandate for “Bobo” includes the international rights for video-on-demand, home entertainment, publishing as well as merchandising.

It was at this year's International Emmy Kids Awards in New York that WDRmg first showcased its portfolio of premium kids' programs. Besides “Bobo”, WDRmg holds the international broadcasting rights to such formats as "The Show with the Mouse", "The Show with the Elephant", "Capt'n Blue Bear" as well as "The Mole". Furthermore, there are plans to expand the licensing portfolio through additional international co-productions of children's programming and to boost the internationalization of WDRmg's licensing business.

WDRmg is a subsidiary of Westdeutscher Rundfunk, the biggest public broadcasting station on the European continent, and acts as the exclusive marketer and rights distributor of the station's quality programs. One of its focuses lies on the numerous high-quality programs for children of pre-school and school age and as such includes the most well-known kids' brands in Germany. In addition to distributing the broadcasting rights, both nationally and internationally, WDRmg also acts as a licensing agency for kids' and program brands and thus also for foreign licensors.

Pictures can be downloaded at
<http://www.wdr-mediagroup.com/unternehmen/presse/aktuelles/>.

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