

PRESS RELEASE

MIPCOM 2017

Children's programmes: WDR mediagroup brings Maus and friends to Asia and America

Cologne/Cannes, 16 October 2017. The WDR mediagroup's (WDRmg) International Content Sales is reporting successful deals in the children's segment at MIPCOM (16 to 19 October in Cannes): *Maus*, *Bobo*, *Trude's Flatmate* and *Gigglebug* have been sold to China, South Korea, America and Mexico. Rights have been issued for pay TV, video-on-demand (VOD) and free TV, depending on the format.

Maus, something of an institution on German television for roughly 45 years, will be seen in Mexico on Canal Once in future with the support of the "German Year in Mexico" project. *Bobo*, famous worldwide as a classic children's book, will go on air with Daekyo Kids in South Korea on pay TV and as VOD and with V-ME on pay TV for Hispanic Americans. *Trude's Flatmate*, known from *Maus*, and *Gigglebug*, an internationally famous preschool app and series from Finland, will be available as VOD in China with JY Animation.

Stefanie Fischer, Head of Content at WDRmg: "Quality is a programme feature that is being sought worldwide. We can cater to this demand perfectly with our international children's portfolio. Our current sales show that well made children's programmes work beyond national borders. Our aim is to tap into more new markets for our superb quality children's portfolio at MIPCOM."

Image material is available to download at:
<http://wdr-mediagroup.com/unternehmen/presse/aktuelles/>

Contact

Claudia Scheibel
Head of Corporate Communications
Phone +49(0)221 2035-127
presse@wdr-mediagroup.com

WDR mediagroup GmbH
Ludwigstraße 11 50667 Köln
www.wdr-mediagroup.com