

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

Licensing

On the way to new heights: WDR mediagroup sends “Q Pootle 5” into international commercial orbit / New products set to launch at Nuremberg Toy Fair 2017

Cologne, 12th January 2017. **Q Pootle 5** travels at full throttle, and not just aboard his spaceship! The hero of the outer-space animation series of the same name, and his band of alien friends, are about to take off in international commerce as well. **WDR mediagroup** (WDRmg), the licensing agency that holds the rights to commercial exploitation of the original children’s format in the GAS region, has cleared the way for a broad range of new merchandising products. At the Toy Fair in Nuremberg (1-6 February 2017), for the first time, renowned manufacturers **NICI** and **Bullyland** will be presenting **Q Pootle 5** plushes, toy figures and sets, cups and much more. After the fair, the products are set to launch at retail across Europe and, in some cases, in Australia, Asia, Africa and Latin America.

Toy manufacturer **Bullyland** has created a range of toy figures and keychains as well as gift and play sets that will be available in Europe and beyond, in Australia and Africa.

The extensive *Q Pootle 5* range by plush manufacturer **NICI** comprises not only stuffed animals and pillows in different sizes but also pencil cases, purses and all the gear required for an intergalactic menu (lunchboxes, drinking bottles, cups). International test sales of these items are initially planned in Asia and Latin America.

Julia Wurzer, Head of Brands at WDRmg, said: “*Q Pootle 5* is all about adventure and friendship. The programme alternates action-packed space scenes with quiet moments in which the focus is upon the lovingly crafted characters. This combination makes the series popular with children around the world and boosts demand for the brand in the licensing market.”

Ben Butterworth, Snapper Productions, added: “We are over the moon at the reception *Q Pootle 5* and his pals have received in Germany and around the world. We know that fans of the series have been eagerly awaiting the chance to get their hands on new products and we are extremely pleased with the quality of the toys and other merchandise that has been created by **NICI** and **Bullyland**.”

Q Pootle 5 is produced in the UK by Snapper Productions and is based on the best-selling books by children's author and illustrator Nick Butterworth. The series has so far been sold to more than 70 countries worldwide. In Germany, where it airs on KiKA, the programme has garnered a market share of 54.5 percent in the target group of 3- to 5-year-olds (source: AGF/GfK 2015).

Visitors to the Nuremberg Toy Fair will find the “Q Pootle 5” products by Bullyland in Hall 5/C-30 and by NICI in Hall 1/E-05, F-04.

Images are available for download at:

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

About WDRmg

WDR mediagroup (WDRmg) is the commercial subsidiary of the West German Broadcasting Corporation (WDR) in Cologne. As an innovative service provider for media content, it offers 360-degree marketing and sales of high-quality WDR programmes and supplies of other partners via all distribution channels and platforms.

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About Snapper Productions

Snapper Productions was set up in 2009 by British children's author and illustrator Nick Butterworth with his wife Annette and their son, award-winning producer and writer Ben Butterworth. Snapper aims to produce programmes of the highest quality, with engaging narratives at the heart of every project.

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