

TWO SPANISH COMPANIES AT THE LICENSING CHALLENGE AND KIDS JURY FINAL DURING MIP Junior

ANIMATION FROM SPAIN IN GREAT MOMENT AT THE MOST IMPORTANT FAIR OF THIS INDUSTRY IN THE WORLD.

This year, during **Mip Junior**, the fair focused on animation and children, two Spanish companies will be on the spotlight: **ANERA Films** and **BRB Internacional**. These companies have reached the final stage for the **Kids Jury** and **Licensing Challenge** awards, respectively. The selection was made among the best international children programmes. It confirms that the Audiovisual industry goes through an excellent period. These programmes reinforce the Spanish constant and wide representation in the fair.

The case of BRB Internacional is specially important as the company decided to compete with three different products addressed to the three different sectors of children established as categories in the contest. They have reached the goal of placing its films in the three different finals of the contest. The three series that they were competing with were: KAMBU in the preschool category (from 3 to 6 years), Suckers in the children category (from 7 to 10 years) and Ghost Messenger in the Tween category (from 11 to 14 years) The success of this producing company and its three series for children becomes even more shocking if we take into account that they compete with 76 projects from 20 different countries and according to children's opinion it is the only company which deserves being in the three finals.

This year is the first edition of the contest Kids Jury. The feature that makes this contest so different and appealing is that the jury will be formed only by children, who are the final consumers of this kind of programs. In order to make their final decision children will have to evaluate different aspects such as originality, design, theme, characters or plot, but above all, they will have to express their opinion as audience and final consumers of the product. This contest will become a not-to-miss event for professionals of the field and specialised press as it might set program tendencies.

The awards that the company wants to obtain are focused on giving international promotion to the winner of each category.

Anera Films and their product "**Happets**" is among the 6 finalists at **LICENSING CHALLENGE**, where **65 projects** from several countries have been presented. This worldwide known contest seeks the "**best TV license**". Therefore, the internationalization degree of children-focused products is measured up from a commercial development potential point of view. The business generation capacity and revenue degree are also analysed.

For all the producing companies that have been selected, reaching the final means a unique chance to become the centre of attention of the whole children television industry. License and how it is presented are key to the final decision. Besides, the producer will receive specific guidelines from the jury to make their product become a star license. The winner also gets an important range of promotion and advertising sources.

Among the jury members feature some of the most important people from the industry, such as **Simon Philips**, President of Worldwide Consumer Products, **Marvel Animation**, **Neil Ross Russell**, Managing director at Children's and Licensing, **BBC Worldwide** and **Lisa Licht**, General Manager Entertainment and Licensing, **Hasbro**.

These companies prove that Animation from Spain animation can be absolutely successful worldwide. **It is probably due to their concept of animation as an international and global-focused product. Among the Spanish producing companies' clients, it is common to see the most important TV channels in the world. Spanish producers are broadly experienced as international, reliable and resolute co-producers.** This is what the international participants attending the Animation from Spain Networking Lunch thought about Spanish Animation. This lunch was held during the last Mip Junior, in October 2008, as part of the FOCUS ON SPAIN special events.

This meeting, which was highly appreciated last year, will be held this year as well. **"Our goal is to mark this meeting at the buyers' agenda and set it as an excellent public relations and business platform"**, said Sergi Reigt, Diboos spokesman and IMIRA Entertainment General Director. **"Spanish animation companies are not afraid of economic crisis, because Spanish producers assume higher risks than other European producers. They are also more used to setting up productions with little financial aid. MIPCOM will be the beginning of economic recovery from a turnover point of view. As a market, it will open a new stage with new formats, business models, and production funding. In the case of Spain, it might be less dependent of TV channels and have a broader presence of other operators, as toy manufacturers and video games"**.

The producing and distributing companies present at MIPJunior are:

Alsbram Creative Projects, Anera Films, BRB Internacional, Cromosoma, Eddadesing, Edebe Audiovisual, Finding4you, Imira Entertainment, Magoproductions, Motion Pictures, Neptuno Films, TV Media2, Producciones Patito Feo, TVE, Secuoyas, Somuga Productora, Televisió de Catalunya, Vodka Capital, Ypsilon y Zinkia.

ANIMATION FROM SPAIN Networking lunch. MipJunior. Sunday, October 4th. Carlton Hotel. Organized and coordinated by ICEX, FAPAE and DIBOOS.

Licesing Challege, Saturday, October 3rd. Carlton Hotel. 16:30-18:00.

Kids Jury, Time and date TBC.

MIPJunior, takes place in Cannes, France, on the 3rd and 4th of October.

M. Junior Highlights

What: ANIMATION FROM SPAIN Networking lunch.

Where: La Brasserie Hotel Carlton, Cannes, MipJunior

When: Domingo 4 octubre - 13:00 15:00

Organizers: ICEX, FAPAE y DIBOOS

Attendance: By invitation only

Press : Invitations available on request

