



## NELVANA ENTERPRISES AND CIWEN MEDIA GROUP ENTER INTO MAJOR CONTENT DEAL FOR CHINA

(October 9, 2012 – MIPCOM – Cannes, France) Canada's **Nelvana Enterprises**, owned by **Corus Entertainment Inc.**, and China's **Ciwen Media Group** have entered into a major content acquisition and representation deal for China.

Nelvana has granted Ciwen exclusive distribution representation rights to over 1,000 half-hours of animated and live-action Nelvana programming, which includes titles such as **Franklin**, **Babar**, **Rolie Polie Olie**, **Mr. Young** and **The Detentionaire**, as well as exclusive merchandise representation rights for **Franklin** and non-exclusive rights for **Ruby Gloom**, **6teen** and **Grossology**. The deal covers the territories of Mainland China, Macau and Hong Kong.

"In terms of the number of episodes, the number of properties involved and the breadth of rights and distribution channels granted to Ciwen, this deal is certainly significant and likely one of the largest kids media deals for Western properties ever to be concluded in China," commented Ms. Anke Redl, Managing Director of CMM-I, a Beijing-based media research and consulting firm.

Ciwen will work to place the shows with the top free TV, cable and satellite broadcasters after dubbing them into Mandarin or other regional languages. Where broadcasters aren't available, it will focus on the burgeoning VOD and Internet television market in China. In addition, Ciwen plans to release as many titles as possible on DVD.

On the merchandising side, Ciwen will undertake a comprehensive brand-building and licensing program across a broad array of categories that will include toys, apparel and accessories, and channels, including digital media, traditional and digital publishing, and themed entertainment.

Nelvana, one of the world's leading producers of children's animated content, has a long and successful history of having its shows broadcast around the globe with sales in more than 160 countries in over 50 languages and a library that features over 4,000 half-hour episodes. Nelvana has received over 70 major international program awards including Emmys® and Geminis.

"We are very excited to be partnering with Ciwen to bring our Nelvana properties to China," said Colin Bohm, Managing Director, Nelvana. "There are timeless themes in our shows that connect our audiences regardless of where they may live; and we are confident that our compelling stories and characters will translate well to the children of China and their families. We think our agreement with Ciwen presents a tremendous opportunity for us to bring our great content to China across multiple platforms and channels."

The Ciwen Media Group, a renowned and award-winning producer of television and motion pictures based in Beijing, has charged its Kids and Rights Division with introducing this collection of world-class children's properties to the Chinese public through a combination of on-air and digital distribution and promotional, licensing and merchandising deals across multiple channels and platforms.

Ma Zhong-jun, President of Ciwen Media Group said: "Ciwen Media Group intends to take the lead in China for introducing classic animation properties to Chinese kids and their families. Our approach is to take world-class programs and characters and construct a comprehensive plan for their distribution across China through the traditional channels such as broadcast, DVDs, print publishing, toys, apparel and accessories, but also through emerging digital platforms such as Internet TV, VOD, e-publishing and content for mobile devices and tablets. Wherever Chinese kids are, we intend to be with these classic properties, their exciting stories and their fun characters. Nelvana's properties have the kind of universal and enduring appeal that will make them favorites of Chinese kids and their families, and these properties will form the core of Ciwen Kids' activities in the kid's space."

Ciwen will feature Nelvana properties at the China International Licensing Show in Shanghai starting October 11, 2012, at Booth No. 3T01/N3.

Ciwen Media Group was represented in this transaction by Daniel Victor of Victor Advisors PLLC.

### **About Nelvana Enterprises**

Nelvana is owned by Corus Entertainment Inc., a Canadian-based media and entertainment company. Corus is a market leader in specialty television and radio with additional assets in pay television, television broadcasting, children's book publishing and children's animation. The Company's multimedia entertainment brands include YTV, Treehouse, Nickelodeon (Canada), ABC Spark, W Network, OWN: Oprah Winfrey Network (Canada), CosmoTV, Sundance Channel (Canada), Movie Central, HBO Canada, Nelvana, Kids Can Press and radio stations including CKNW AM 980, 99.3 The FOX, Country 105, 630 CHED, Q107 and 102.1 the Edge. Corus creates engaging branded entertainment experiences for its audiences across multiple platforms. A publicly traded company, Corus is listed on the Toronto Stock Exchange (CJR.B). Experience Corus on the web at [www.corusent.com](http://www.corusent.com).

### **About Ciwen Media Group**

Ciwen Media Group is a leader of the production and distribution of TV, film and animation in China. Its Kids and Rights Division, led by Mr. Sean Chu, is responsible for original content creation, production, distribution, brand management, and licensing and merchandising of kids' Intellectual Properties. A devoted brand builder with traceable credentials of brand management and licensing among its staff, Ciwen Kids represents the licensing business of top-notch international IPs in all key categories in China, and is ready to help international principals monetize on China's huge consumer market.

For further information, please contact:

**Diana Pitt**  
**Publicist, Nelvana**  
**416.479.6678**  
[diana.pitt@corusent.com](mailto:diana.pitt@corusent.com)

**Sean Chu**  
**VP, Ciwen Kids**  
**+86 186 0192 8300**  
[sean.chu@foxmail.com](mailto:sean.chu@foxmail.com)