



## **ITV STUDIOS GLOBAL ENTERTAINMENT TO REPRESENT UK RIGHTS FOR CLASSIC CHILDREN'S BRAND, *BABAR***

**June 13, 2012** – ITV Studios Global Entertainment (ITVS GE) today announced it will represent UK rights for the classic preschool brand *Babar*. The multi-year deal with Nelvana and The Clifford Ross Company sees ITVS GE represent *Babar* across merchandising and licensing rights. The agreement encompasses the *Babar* brand through the ages including *Babar* from the original books, *Babar* from the original 1980's TV series, and *Babar* from the new animated series *Babar and the Adventures of Badou*, which airs on CITV.

*Babar* was first conceived as a children's book by the French writer and illustrator Jean de Brunhoff, and the book *The Story of Babar* was introduced to the UK market in 1933. In line with celebrating *Babar*'s 80<sup>th</sup> birthday, ITVS GE's initial product ranges will be creatively focused on the brand's vintage artwork. The initial campaign will target the pre-school, nursery and gifting categories with a focus on reigniting the nostalgic *Babar* style in the UK market.

More recently, Nelvana and the French studio TeamTO\* have produced *Babar and the Adventures of Badou*, a CGI-animated series that features Badou, Babar's eight-year-old grandson. The programme has been broadcast on ITV's dedicated children's channel, CITV, since 2010. The channel currently airs two episodes of the series every weekday, which has gained a strong following.

Jean-Philippe Randisi, Executive Vice President & Director of Consumer Products, ITV Studios Global Entertainment, said: "We are very excited to be representing this classic property. Babar's enduring values of kindness to others, safe adventures and the importance of sharing stories with family are as relevant today as they were 80 years ago, and this fantastic heritage is an ideal platform to reintroduce the brand to the UK market."

"We are delighted to be working with ITV Studios Global Entertainment to launch a robust Babar merchandise licensing program in the UK," added Antoine Erligmann, Vice President, European Licensing, Nelvana. "We are confident that UK audiences will be charmed by the warmth, humour and strong family values of both the cherished, classic Babar, as well as the new Badou property."

ITV Studios Global Entertainment will be bringing Babar to the 2012 Licensing International Expo.

<ends>



\* *Babar and the Adventures of Badou* is a Canada-France co-production from the Nelvana Studio and TeamTO, in association with The Clifford Ross Company and TF1.

#### **About Nelvana**

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 The Clifford Ross Company**

Founded in 1985 by artist/photographer Clifford Ross, The Clifford Ross Company focused on three classic properties during its early years: the works of Edward Gorey, Tom Swift and Babar. After optioning the rights to Babar in 1986 directly from Laurent de Brunhoff and the de Brunhoff family, CRC entered into a working relationship with Nelvana on all aspects of the property. For over 20 years, the companies have worked together producing both television and feature length movies featuring the Babar characters and developing a worldwide licensing program. Ross recently completed "Harmonium Mountain", an animated, computer generated landscape video, with an original score by Philip Glass, which was an original selection of the Tribeca Film Festival.

#### **About TeamTO**

Based in Paris and in la Cartoucherie in Bourg-les-Valence (Rhône-Alpes region), TeamTO is an animation studio who produces innovative TV series and movies, with a dedicated treatment for each production, that make them distinctive and original. The team has developed and produced different projects with Nickelodeon, Cartoon Network, Nelvana, Disney, TF1, France Televisions and Canal+ and has won several rewards for its productions, including prestigious International Emmys® Awards and Pulcinella Prizes at Cartoons on the Bay Festival – as well as European Producer of the Year at Cartoon Tributes, and Best French TV Producer (category Animation) in 2010.

For further information contact:

Jessica Bromley, ITV Studios, 020 7157 3716, [jessica.bromley@itv.com](mailto:jessica.bromley@itv.com)

Tracey Jaques, ITV Studios, 020 7156 7243 / 07730 637731, [tracey.jaques@itv.com](mailto:tracey.jaques@itv.com)