

pressrelease

Mondo TV announces multi-territory agreement with RTVE for MeteoHeroes *Hit kids' show to air in Spain and Latin America as licensing campaign also expands*

Mondo TV Group, one of the largest European producers and distributors of animation content, has announced a major broadcasting agreement with RTVE (Radio Television Española, the Spanish national broadcaster). In a deal finalised by Mondo TV Iberoamerica, RTVE will show series one of MeteoHeroes, the enormously popular environmentally themed animated kids' show co-produced by Mondo and the leading Italian weather forecasting centre, Meteo Operations Italia (MOPI), in a number of its markets, starting with previews in the spring.

The contract covers not only television broadcasts in Spain on Clan, the popular RTVE channel dedicated to children, but also in Latin America on Clan Internacional, the RTVE kids' channel for the Americas. This wide international coverage will also play an important part in supporting licensing and merchandising plans under way in these areas.

This agreement with a major broadcast partner is an important new stage in the development of MeteoHeroes both as a television series and as a highly innovative franchise that brings something new and different to the market. It follows hard on the heels of the announcement that MOPI and Mondo TV have already agreed to co-produce series two.

The first series has already been sold or confirmed into over 120 countries and was among the biggest hit shows on Cartoonito in Italy last autumn.

MeteoHeroes is the only cartoon in the world dedicated entirely to climate and environmental issues. Each episode focuses on issues related to ecology and respect for nature through the adventures of six superpowered kids who can control weather phenomena. Working alongside scientists and meteorologists at their futuristic HQ based in Gran Sasso Mountain National Park in Italy, the MeteoHeroes are trained to control their powers and fulfil their mission: to save the Earth.

Matteo Corradi, CEO of Mondo TV, said: "In a very short time MeteoHeroes has established itself as one of the leading series in our portfolio; in fact a second series is already being planned. This agreement with RTVE, a major partner in Spanish-speaking markets worldwide, is a very important development, not only bringing the show to millions of potential viewers in a large number of new markets but also boosting the reach of the ongoing licensing and merchandising campaign."

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ABOUT MONDO TV

Mondo TV is a group of companies operating across a number of sectors in the entertainment business. It is the leader in Italy – and among the largest players in Europe – in the production and distribution of animated TV series and full-length feature films for TV and cinema. It also has a strong presence in the Latin American territories through its sister company Mondo TV Iberoamerica, based in Spain. With Heidi Bienvenida, co-produced by Mondo TV Iberoamerica and Alianzas Producciones, it has recently successfully moved into the production of live-action entertainment. Mondo TV has also enjoyed success with a number of co-productions – including Heidi Bienvenida, Invention Story, Robot Trains and MeteoHeroes – and continues to actively pursue partnership opportunities with potential production and broadcasting partners. Mondo TV owns one of Europe’s largest animation libraries: it consists of more than 2,000 episodes of television series shown all over the world, along with more than 75 animated movies. The group’s licensing division, Mondo TV Consumer Products, was founded in 2010.