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Mondo TV Iberoamerica announces major sales to US market

Three series of Sissi the Young Empress and debut series of Invention Story sold to Vme for distribution on Primo TV

Mondo TV Iberoamerica, part of Mondo TV Group, one of the largest European producers and distributors of animated content, has announced the very first sales in the US market of all three series of its popular animated hit for girls Sissi the Young Empress and the first series of its brand-new action-comedy Invention Story.

Mondo TV Iberoamerica, which distributes Mondo TV's animated catalogue in Spain, Portugal and both Latin America and the Spanish-speaking Americas, has signed a major deal with US Hispanic pay TV leader Vme Media for distribution on its English-language network, Primo TV, for these shows. All will be available for a two and-a-half-year period starting on 2020. The territories covered will include the United States, Puerto Rico and all US territories and possessions.

Primo TV is the first English-language network targeting U.S. bicultural Hispanic Gen Z viewers (6-16) and their families with inspirational and educational programming.

The star of Sissi the Young Empress is based on a real historical figure – a charming young empress who captured the public imagination well beyond her Austrian homeland. This animated version of her story offers its audience lots of adventure, romance, mystery, intrigue and even magic when Sissi discovers a magic bracelet, which leads to exciting and unusual adventures as she seeks to help her many animal friends.

The first two series of Sissi the Young Empress have been a big success with its target audience of young girls, and an established rating hit in over 40 countries. The third season launched this year with a brand new 3D 26 x 11' format and new content, bringing more magic and adventure.

Kit, an intelligent, thoughtful, footloose and creative fox is the star of Invention Story. In each episode of this 3D CGI comedy he comes up with an amazing new invention that impresses most of the rabbit residents of his adopted home Carrot Town – but inspires jealousy in a few. There are conflicts and rivalries, as well as funny situations and engaging characters — but above all Invention Story encourages its young audience to have a creative approach to problems as they find out more about science and how it works.

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This major pay-TV deal for the Americas will bring Invention Story to the US markets for the first time. Invention Story is also about to debut on free-to-air TV starting from April 2020 on Frisbee in Italy, Karusel in Russia and TV2 Kiwi in Hungary.

Maria Bonaria Fois, CEO of Mondo TV Iberoamerica, says: “The sale of Sissi, one of our most popular animated shows, and Invention Story, a brand-new series that is enjoying a very strong response, to Vme is a major breakthrough for Mondo TV in one of the world’s most important markets. Vme is recognised as a leading player in the Hispanic pay-TV market with a strong reach. We are thrilled to be able to announce this news and certain that both Sissi and Invention Story will be enormously popular with Vme’s vast audience.”

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.

ABOUT MONDO TV IBEROAMÉRICA

Mondo TV Iberoamerica S.A. is an audiovisual content producer and distributor operating in Spain, Portugal, Latin America and the Spanish-speaking US. It was founded in January 2008 as Mondo TV Spain S.L and as a distribution branch of the Mondo TV Group S.p.A directed at the Iberian and Latin American markets, its work is currently focused on two main areas. The distribution in Iberian and Latin American markets of animation content and fiction series for children and young people remains an important part of the company's business. However, the company's main focus now is to increase its target audience through the production and co-production of fiction content for a broader target age. As part of this trend, it has recently begun to co-produce fiction series with prestigious Latin American partners. Since December 23, 2016, the company has been listed on the Alternative Stock Market (MAB). For more information, visit the website. www.mondotviberoamerica.com

ABOUT PRIMO TV

Owned and operated by Vme Media, Inc., Primo TV offers culturally relevant programming in English, appealing to parents as a way to keep their kids culturally engaged with their Latino roots. Primo TV is currently available

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nationally on Comcast Xfinity. For more information please visit www.primotv.com or follow us on social media via www.facebook.com/primotelevision/ or www.twitter.com/primotelevision