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Mondo TV Iberoamerica hails growth of Heidi Bienvenida

Success at retail, more licences planned and continuing film and TV expansion

Mondo TV Iberoamerica, part of the Italian group Mondo TV, one of the largest European producers and distributors of animated content, is celebrating the continuing growth of both the Heidi Bienvenida brand and the popular live-action pre-teen comedy drama that inspires it.

The footprint of the broadcast property, a Mondo TV Iberoamerica and Alianzas Producciones co-production, is continuing to expand. As well as growth in Latin America, programme sales in Europe, Africa and the Middle East, and a number of regional and global licensing deals, including a launch on Disney Channel Spain in January, a second series of Heidi Bienvenida is on the way – and a Heidi Bienvenida film, the first feature film in the history of Mondo TV, coming soon.

In addition, the first thirty episodes of season one of Heidi Bienvenida (Heidi, Bienvenida a Casa), launched on Netflix in mid-May as part of an agreement that grants Netflix streaming video on demand (SVOD) rights for the North America, Spain, Latin America (including Brazil), UK/ Ireland and Italy. Episodes 31-60 will launch later this year.

Licensed products have also enjoyed success in recent months and have recently been joined at retail by the Heidi Bienvenida range of personal care items from Admiranda, a leading maker of perfumes, cosmetics and other toilet preparations for children and teenagers. The range is illustrated with colourful images of characters from the show.

The Edizioni Playpress magic album, activity books and special crossword-format magazines, along with the Sony Music Entertainment Italy Heidi Bienvenida CD, continue to sell well in Italy, where the show and its stars are exceptionally popular.

Further growth of the show, both as a broadcast and a licensed property, is planned.

Maria Bonaria Fois, General Manager of Mondo TV Iberoamerica, stated: “We’re delighted with the continuing growth of Heidi Bienvenida. It is both an important part of the MondoTV portfolio and, as our first live-action show, an important signpost to further broadcast and licensing opportunities.”

ABOUT MONDO TV IBEROAMERICA

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Mondo TV Iberoamerica 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. In May 2016 it became Mondo TV Iberoamerica S.A. Its work is currently focused on the distribution in Iberian and Latin American markets of animated content and children's fiction series. Mondo TV Iberoamerica has also recently begun to co-produce youth fiction series with prestigious Latin American partners. Mondo TV Iberoamerica has been quoted on the stock market (MAB) since December 23, 2016. For more information, visit: www.mondotviberoamerica.com

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 named among the largest players in Europe, in the production and distribution of animated TV series and full-length feature films for TV and cinema. Mondo TV also 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 company is headquartered in Rome. Its international sales team is headed by Mrs. Micheline Azoury who takes direct care of all French-speaking territories worldwide as well as the Middle East, African territories and Asia, and Mr. Alessandro Venturi, International Sales Manager, who handles Eastern Europe. To support growing sales activity in Eastern Europe, the group has also appointed another International Sales Manager, Mr. Theo Kouroglou, as a direct Sales Manager for Greece, Cyprus, and the former Yugoslavia.

Mondo TV also has a strong presence in the Spanish, Portuguese and Latin American territories, a position reinforced by the founding, by Mrs. Maria-Bonaria Fois, of Mondo TV Spain in 2008. This division, rebranded and now called Mondo TV Iberoamerica, is in charge of distributing Mondo TV's animated catalogue in the region. Since 2011 its main activity has been the distribution in Southern Europe of third party productions, mainly youth fiction series produced in Latin America. In 2016 the company entered the coproduction of the series Heidi, Bienvenida a Casa as main investor and, as a confirmation of its plans for expansion and growth, has decided to create a new production studio: Mondo TV Producciones Canarias, based in Tenerife, which aims to act as a producer and worldwide distributor of animation series and also, at a later stage, fiction.