

## pressrelease

### **Mondo TV Iberoamérica signs major agreement with MB Producciones**

#### ***Partners will develop and co-produce two new animated series for children and teens***

Mondo TV Iberoamérica and MB Producciones, the production company founded by Myriam Ballesteros, are to develop and co-produce two new animated series: Annie & Carola and Masked Cinderella.

Mondo TV Iberoamérica Group, part of Mondo TV Group, one of the largest European producers and distributors of animated content, has announced this major new co-production agreement with MB Producciones through its subsidiary Mondo TV Producciones Canarias.

This is an important deal involving one of Europe's best-known animated content producers and one of the animation industry's most successful and highly regarded creative minds. Myriam Ballesteros, who originated and created both projects, is an admired producer and director with a strong reputation in the audiovisual industry. Her portfolio of successful animated series, acclaimed and sold in territories throughout the world, includes Lucky Fred, Lola and Virginia and Sandra Story Detective.

Under the terms of this strategic cooperation agreement, MB Producciones will transfer to Mondo TV almost all of the IP of the two series. Mondo TV will then negotiate and conclude commercial agreements with third parties in order to obtain financing for the production of both projects. Mondo TV will also be in charge of the international distribution of both shows.

Annie & Carola, is at an advanced state of development and negotiations are under way with a number of European TV channels. Masked Cinderella, is still at an early stage of development. In fact, Masked Cinderella has been selected for the pitching sessions at the next Cartoon Forum 2020, taking place from 14 – 17 September in Toulouse, France.

Both projects, filmed in high definition 2D, will bring together a rich cast of characters, funny and engaging storylines and thrilling adventures with highly original concepts that reflect the aspirations and concerns of today's children and teens.

Having confirmed its role as co-producer of the two projects, Mondo TV will entrust the entire pre-production phase of the series to Mondo TV Producciones Canarias. Already enjoying a key role in pre-production and complete visual development for many Mondo TV productions and co-productions, Mondo TV Producciones Canarias – launched in

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2016 and part of Mondo TV Iberoamérica Group – is expanding the range of its offer and will play a major part in the development of both properties.

Maria Bonaria Fois, CEO of Mondo TV Iberoamérica group, said: “This is a very important alliance for Mondo TV Iberoamérica Group. It is a true honour for us to have reached a strategic agreement with Myriam Ballesteros, a professional with an extraordinary track record and a strong reputation throughout the industry. Both Annie & Carola and Masked Cinderella have enormous 360° development potential; we believe they offer an excellent opportunity to create successful high-quality cross-media brands.”

Myriam Ballesteros, CEO of MB Producciones, added: "I am delighted to be announcing this partnership. These are two series in which I deeply believe and Mondo TV Iberoamérica, with its extensive experience in international production and distribution, is the ideal partner. Together we aim to give these two animation projects strong visibility in the market and ensure their success with both audiences and broadcasters.”

### **ABOUT MONDO TV IBEROAMÉRICA**

Mondo TV Iberoamérica S.A. is an audiovisual content producer and distributor operating in Spain, Portugal, LatinAmerica 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 and European partners. As a confirmation of its plan of expansion and growth, Mondo TV Iberoamérica has also created a production studio: Mondo TV Producciones Canarias, based in Tenerife, which aims to officiate as a international hub for the creation, development and production of top-quality animation and fiction projects for the entire Group.

Since December 23, 2016, the company has been listed on the Alternative Stock Market (MAB). For more information, visit the website. [www.mondotviberoamerica.com](http://www.mondotviberoamerica.com)

### **ABOUT MB PRODUCCIONES**

Following extensive academic training in the audio-visual industry Myriam Ballesteros set up her own production company, MB PRODUCCIONES in 1993 to create, direct and produce several short films and the animated series MIMI & MR BOBO and MIMI & THE GANG. In 2003, she founded IMIRA ENTERTAINMENT where she was creative director, creating, producing and directing series such as LOLA & VIRGINIA, SANDRA THE FAIRYTALE DETECTIVE and LUCKY FRED. In 2015 Myriam sold IMIRA ENTERTAINMENT and relaunched her own company, MB PRODUCCIONES, with the aim of continuing to create and develop series and animated films with a more

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personal and daring focus where women and girls take centre stage, themes perfectly reflected in ANNIE & CAROLA and MASKED CINDERELLA. <http://mbproducciones.com/>