

## **Season one of preschool hit Cleo sold to Latin American market**

**First series, distributed by Mondo TV Studios and produced by La Casa Animada, will be available through Edye in Latin America and the Spanish-speaking US from June 2022**

Mondo TV Studios, part of the Mondo TV Group, one of Europe's largest producers and distributors of animated content, has announced the signing of a major sales agreement with Edye for the first season of the popular preschool animated series Cleo, an innovative production by Canary Islands-based animation studio La Casa Animada.

The first season of the series (39 episodes of 6') will be available from June 2022 on Edye, a premium SVOD service owned by HITN TV, which offers educational and entertainment content for preschool children. Cleo, which has already been successful in Spain on RTVE's Clan TV channel, will be broadcast in a Neutral Spanish version, aimed at the Spanish-speaking territories of Latin America and the United States.

Mondo TV Studios has also acquired the international distribution rights for the first two seasons of the series. created and directed by the highly respected writer Ana Sánchez-Gijón.

Cleo, a series aimed at girls and boys between 4 and 7 years old, follows the adventures of an inquisitive and playful dog who asks herself endless questions about the world around her.

In the first season Cleo, a curious and talkative puppy, is adopted by Irma, a girl with a smile as pretty as a rainbow. Irma loves drawing, playing with Cleo, taking care of her and skating with her. Cleo loves everything about Irma, although what she likes most about her are those pretty coloured braces that Irma wears on her teeth. She tries all kinds of tricks to get them off her friend.

Through the ups and downs of their relationship, the loveable dog Cleo and her friend Irma – and with them the young audience – will become aware of the importance of universal values such as friendship, diversity, respect for others, equality and care for the environment.

The success of the first season of Cleo with its target preschool audience on children's channel Clan TV led to RTVE entering into co-production agreements for series two and three. The first season was rated top among the channel's preschool series and second in the overall ranking of Clan TV programs.

Cleo also has an international presence, with showings on a number of stations across the world including RTP in Portugal and Disney Asia as well as the JimJam Channel for Poland, Benelux, the Middle East and pan-Europe. It has also been acquired by streaming platforms such as HBO.

Maria Bonaria Fois, CEO of Mondo TV Studios, said: *"We are very proud to have such high-quality children's content in our portfolio. This is a series full of charm, innocence, intelligence and humour that addresses complex*

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*issues in a wonderfully entertaining way. Cleo is a series designed to be enjoyed by the whole family and we are certain that it will be very well received by Edye's audience and around the world."*

Ana Sánchez-Gijón, creator of the series, added: *"I am delighted and touched to know that Cleo is finally going to reach the Latin American public. I am convinced that our lovely little dog will capture many hearts".*

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## ABOUT MONDO TV STUDIOS:

**Mondo TV Studios** is part of the Mondo TV Group, a leading European company in the production and distribution of audiovisual content. Our company operates in Spain, Italy, Portugal, Latin America and the Spanish-speaking markets of the United States. Our history dates back to January 2008. We began in Madrid as Mondo TV Spain SL, a subsidiary of Mondo TV S.p.A. Our initial activity involved the distribution in the Iberian and Latin American markets of the animation catalogue of our parent company. In 2016, we changed our corporate name, becoming Mondo TV Iberoamérica SA, and entering into a completely new phase for the company and the entire Group. This started with the co-production of youth fiction series with well-known Latin American partners. We also entered the Spanish stock market, through the BME Growth market; this was a major early milestone and helped to chart the future of our company. During that same year, in line with our expansion plans, we created Mondo TV Producciones Canarias SL, an innovative pre-production studio based in Tenerife. From the beginning Mondo TV Producciones Canarias SL has sought to establish itself as an international hub for the creation, development and production of high-quality fiction and animation projects for the entire Group. The studio has grown exponentially. In 2020, its production capacity expanded, allowing it to offer CGI animation as well as a variety of animation services to third parties.

In September 2021, the merger of our two companies into a single entity, Mondo TV Studios SA, was formalized. This merger is part of the natural evolution of a business whose aim is to consolidate its position as an international centre for high-quality productions. Currently, Mondo TV Studios focuses on various lines of business, with a strong emphasis on providing 2D and 3D animation services to third parties and international co-productions. These range from animation for children and fiction for adolescents, families and adults, to forays into new segments such as video games. For more information: [www.mondotvstudios.com](http://www.mondotvstudios.com)

## ABOUT LA CASA ANIMADA

La Casa Animada is a 2D animation production company founded in the Tenerife municipality of Tegueste in 2005, with the aim of contributing to creating a sustainable animation industry in the Canary Islands. Since its inception, it has simultaneously developed and produced its own projects with the training of professionals. She is the creator of the 2D animated series 'Cleo', broadcast nationally and internationally, whose first season won the awards for best children's series at the Stuttgart Festival of Animated Film and for best international children's/youth production at the International TV Festival. from São Paulo. The second and third seasons of "Cleo" have been co-produced with RTVE. For more information: <https://www.lacasaanimada.com/>