

STUDIO 100 GROUP'S MIA AND ME FLIES HIGH ON TV CULTURA, BRAZIL

Munich, 12th October 2020. Studio 100 Group and TV Cultura join forces for the live action/CGI hybrid series "Mia and me". Already a high-promising YouTube star in Brazil the first two seasons of "Mia and me" will air on Brazilian free television network TV Cultura commencing today. With a daily slot within TV Cultura's kids' programming schedule, at least one episode of the series for girls aged 6 to 12 will air Monday to Friday for the next two consecutive years. As the new children's attraction on TV Cultura, the first episode will air at 5 pm today, on Brazil's Children's Day.

The free TV launch of the successful series "Mia and me" will be supported by a broad marketing and social media campaign in collaboration with Studio 100 Media's assigned local license agency Brandhouse Licensing. The agency is also working on a broad range of licensed products including toys, apparel and publishing. Till today the Brazilian YouTube Channel for "Mia and me" accounts for more than 400,000 subscribers with over 135 million views. TV Cultura reaches out to in excess of 150 million people in 26 states and federal districts in 2,200 cities through its national network of affiliates and retransmitter partners.

Fabiana Quinteiro, Acquisitions Coordinator at TV Cultura says: "We are very glad with this new partnership with Studio 100 Media. 'Mia and me' is already a huge success on YouTube, but now it is going to reach more children, around the country, by Free TV. The animation is in line with TV Cultura's institutional mission, which is to transmit programs of an educational and cultural nature. 'Mia and me' has already empowered girls all over the world, and now it's the Brazilian girls' turn."

Peter Kleinschmidt, Director Marketing & Brand Management at Studio 100 Media comments: "We are excited about this new collaboration with TV Cultura. Knowing that Mia not only finds acceptance but real fans with her own power in Brazil, we cannot wait to see, what the new free TV presence will add to her success there. TV Cultura is the most important public television in the country and shares our values as a company – we very much look forward to working with the teams for Mia's growing success."

Mia and me – season 1

12-year-old Mia finds herself hurled into the wondrous world of Centopia, full of elves, unicorns, pans and dragons. But the once idyllic kingdom is in danger. Evil Queen Panthea seeks to capture the unicorns and harness their power to keep her self young. The valiant elves, led by Prince Mo and daring warrior Yuko, fight to stop her. Thanks to her unique ability to communicate with unicorns, Mia must safeguard the golden-horned Onchao. As Mia bounces between trying to fit in at her new school and her life as a fairytale elf, she becomes the key to saving Centopia.

About TV Cultura

Widely acknowledged as an example of public television, TV Cultura is the most important media channel from Fundação Padre Anchieta. TV Cultura is recognized as a modern broadcaster, committed to providing high qualified, critical, innovative and attractive programming for all audiences and age groups. Education, journalism, citizenship, dramaturgy, culture, art, music, childhood, youth, and the environment are the priorities of FPA broadcasters, which bring quality programs to the most diverse audiences. During more than 50 years of history, TV Cultura has won over 422 national and international awards, including 4 International Emmy Awards and 12 Prix Jeunesse Awards.

About Studio 100 Media

Studio 100 Media is an international production and distribution company within the children's and family entertainment sector. Based in Munich, Germany, the company is a 100 percent subsidiary of Belgian firm Studio 100. The company develops and acquires new content, engages in co-production and co-financing activities and is also responsible for the international distribution of its own and third party rights. Studio 100 Media's business model is the perfect vertical and horizontal integration of its IP's. In marketing its license rights the company pursues a global strategy within sectors ranging from Content Distribution, Licensing and Home Entertainment through to Theatrical Movies, Stage Shows and Theme Parks. www.studio100group.com

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