

STUDIO 100 GROUP'S MIA AND ME ACHIEVES OVER THE TOP RATINGS ON TV CULTURA, BRAZIL

Munich, 26. January 2021. Studio 100 Group and TV Cultura are more than happy with the trend in the ratings of "Mia and me" since its start on TV Cultura (Brazil) last October. Having only been on air for two months on TV Cultura, "Mia and me" has become an outperforming success for the TV channel.

'O mundo de Mia' made the top spot in the channel's ranking of all the shows targeted at 7 to 11 year old kids by reaching the best audience average, the best share average and also the best individual reach of all the shows with more than 2 million individuals watching an episode in December looking at Great São Paulo alone.

Fabiana Quinteiro, Acquisitions Coordinator at TV Cultura says: "We are more than happy about the partnership with Studio 100. It's a pleasure to take 'O Mundo de Mia' to the Brazilian kids through our Free TV channel. And, seeing this rapid success is very satisfying."

Peter Kleinschmidt, Director Marketing & Brand Management at Studio 100 Media comments: "I am very excited about the cooperation with TV Cultura, one of the leading TV channels for kids' quality shows in Brazil. Thanks to YouTube we know that Mia is very popular in Brazil, but this fantastic on-air success lifts Mia to another awareness level. 'Mia and me's' Brazilian YouTube Channel also won another 120,000 subscribers and accumulated 40 million more views since last October. These ratings confirm that Mia's journey in Brazil has only just begun."

The free TV launch of "Mia and me" was supported by a marketing and social media campaign in collaboration with Studio 100 Media's assigned local licensing agency Brand House Licensing. The agency is also working on a broad range of licensed products including toys, apparel and publishing.

Studio 100 Group and TV Cultura joined forces for the live action/CGI hybrid series "Mia and me" last October. The first two seasons of "Mia and me" are on air on Brazilian free television network TV Cultura. With a daily slot within its kids' programming schedule, at least one episode of the series for girls aged 6 to 12 airs Monday to Friday for the next two years. TV Cultura reaches out to in excess of 163 million people in 26 states and federal districts in 2,640 cities through its national network of affiliates and retransmitter partners. To date the Brazilian YouTube Channel for "Mia and me" accounts for more than 525,000 subscribers with over 175 million views.

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 herself 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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