

STUDIO 100 MEDIA AND MEDIATOON LICENSING ENTER INTO A LICENSING PARTNERSHIP

Munich, 26. April 2021. Studio 100 Media and Mediatoon Licensing, two players in the international licensing industry, embark on a new partnership. Studio 100 Media's licensing team will take over the licensing for some promising and well-known IPs from the Mediatoon portfolio over the coming years. The contract includes the German-speaking territories as well as all licensing activities in Benelux (via the licensing team at Studio 100 Benelux), Eastern Europe and Nordics.

Part of the actual agreement are the series "Bobby & Bill", "Little Furry", "Martin Morning", "Ernest & Rebecca", "The Fox and the Badger Family" (except GSA) and "Marsupilami", which are all broadcast in primetime slots on KiKA, ZDF and on Benelux TV channels, and are also available on Amazon, YouTube or Kixi. Those properties enable Studio 100 Media to establish a broad program of content-driven products. But also in other categories, new approaches to develop exciting products are conceived and implemented on the basis of market experience.

In addition, Studio 100 Media's international licensing team will also drive the licensing of Mediatoon's popular classics like "Lucky Luke" and "Yakari" in Benelux, Poland and the Nordics to extend their international presence.

"We are really proud to start a new collaboration with Studio 100 Benelux and Studio 100 Media, our new licensing agents in GSA, Northern and Eastern Europe. Mediatoon Licensing's portfolio fits perfectly with Studio 100's catalogue, the professionalism and the licensing strategy of Studio 100 definitely convinced us to choose them as partners to develop our properties in these territories.", comments Jérôme Leclercq, General Manager of Mediatoon Licensing.

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

About Mediatoon Licensing

Mediatoon Licensing enhances and develops Media Participations portfolio of licenses. Media Participations is the 4th largest publishing house in France and the leading comic book publisher in Europe. Mediatoon Licensing IPs are deployed on all products and communication, in amusement parks, escape games or musicals around the world.

Mediatoon also represents many successful Japanese properties such as Naruto or Hunter x Hunter. With its Chinese sister company and its network of 10 agents worldwide, Mediatoon is now one of the leading licensing agents in entertainment in Europe and China.

www.mediatoon-licensing.com

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