

THE SKY'S THE LIMIT FOR STUDIO 100 GROUP'S 'MIA AND ME' ON TV CULTURA, BRAZIL

Munich, 4. May 2021. Studio 100 Group and TV Cultura are thrilled with the immense wave of success for "Mia and me" (O mundo de Mia) since its broadcast on TV Cultura (Brazil) last October.

Having now aired weekdays for six months, 'O mundo de Mia' is continuing to garner impressive ratings and is at present one of the TOP 5 programs on TV Cultura. The non-Brazilian series competed against four national shows, beating not only other family programs but also the news magazine show "Jornal da Cultura". With its striking performance, 'O mundo de Mia' has also secured a number 2 ranking for the TV channel across all target groups in the Great São Paulo.

Continuing to outperform 'O mundo de Mia' has 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 in the São Paulo region alone.

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 and will continue to air until late next year. TV Cultura reaches out to more than 163 million people in 26 states and federal districts in 2,640 cities through its national network of affiliates and retransmitter partners. Consequently, the broadcaster's kids' slot has become more and more important in Brazil's TV landscape.

The hit series is 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.

To date, the Brazilian YouTube Channel for "Mia and me" accounts for almost 600,000 subscribers with over 200 million views. Continuous social media with the launch of a Facebook page and an Instagram channel has also been supported by digital marketing agency ATIVA.

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.

Meanwhile 3 seasons of "Mia and me" (104 x 23') are available, season 4 and a feature film are currently in production for a launch in 2022.

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 highly 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 IPs. 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

Contact for Media

Joe Hofer
Manager Corporate Communications & Events
Studio 100 Media
Phone: +49 (0)89 960855-286
E-Mail: Josef.Hofer@studio100media.com

Devika Patel
DP-PR
Phone: +44 (0)7773 324 159
Email: devika@dp-pr.com