



SESAME WORKSHOP NAMES STUDIO 100 MEDIA ITS LICENSING AGENT FOR GERMANY AND GERMAN-SPEAKING TERRITORIES

(New York and Munich, July 7, 2021) Sesame Workshop, the nonprofit media and educational organization behind *Sesame Street*, has named Studio 100 Media as its licensing agent in Germany and German-speaking territories. Following their appointment, Studio 100 will manage consumer products for Sesame Workshop's flagship German brand *Sesamstrasse*. As *Sesamstrasse* celebrates the broadcast of its 50th season in 2023, Studio 100 will manage special brand activations and retail events. *Sesamstrasse* is a coproduction with Germany's public broadcaster NDR.

Stefan Kastenmüller, Sesame Workshop's General Manager for Europe, said, "I am incredibly excited about this strategic partnership with Studio 100 and the opportunity to strengthen the brand in Germany. In addition to overseeing licensing activity, Studio 100 will develop new ways for families to enjoy and deepen their connection with their favorite characters. Fans can expect to see more in themed entertainment, live shows, apps, and new content."

Studio 100's Managing Director Martin Krieger said, "We are very happy to represent Sesame Workshop in Germany, Switzerland, and Austria. Many of us grew up with *Sesamstrasse* and having it now in our portfolio is amazing. It's a perfect fit as we have similar brand values. I believe that our expertise will sustainably contribute in strengthening and expanding *Sesamstrasse*'s popularity and success story. We look forward to further developing licensing opportunities in important and new categories."

About Sesame Workshop

Sesame Workshop is the nonprofit educational organization behind *Sesame Street*, the pioneering television show that has been reaching and teaching children since 1969. Today, Sesame Workshop is an innovative force for change, with a mission to help kids everywhere grow smarter, stronger, and kinder. We're present in more than 150 countries, serving vulnerable children through a wide range of media, formal education, and philanthropically funded social impact programs, each grounded in rigorous research and tailored to the needs and cultures of the communities we serve. For more information, please visit www.sesameworkshop.org.

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

###

Contact:

Germany:

Kristian Müller, SteinbrennerMüller Kommunikation

km@Steinbrennermueller.de

International:

Beatrice Chow

beatrice.chow@sesame.org