

STUDIO 100 MEDIA TRAVELS IN TIME WITH “VEGESAURS”

Munich, 4. November 2021. Studio 100 Media is going back through the mists of time into an era dominated by the juiciest and crunchiest creatures ever to rule the planet: the mighty “*Vegeosaurs*”. This action-comedy CGI-animated TV series (20 x 5’) is produced by independent Australian producer Cheeky Little for the Australian Broadcasting Company (ABC) and France TV. Principal production funding is provided by Screen Australia, with Studio 100 as co-investor. Based on a concept created by Gary Eck and Nick O’Sullivan, the series is targeted at pre-schoolers and planned for delivery in 2022. ABC will broadcast it in Australia under the title “*Ginger & the Vegeosaurs*”. Studio 100 Media is responsible for the worldwide distribution of content and licensing & merchandising rights of this delicious series.

“*Vegeosaurs*” are vegetable and fruit-shaped dinosaurs ready to address and teach relatable themes for upper pre-schoolers such as getting to sleep, sharing, friendship, nurturing mealtimes, and play. Starring the lead character Ginger, a young Tricarrotops (carrot) with others including P(ea)-Rex, Cornasaurus (corn), Bananaraptor, Coconutdon, Broccolisaurus, Bokchoydactyl, Tomatodon, Appleflyrus and Potatodon, “*Vegeosaurs*” are here to enrich and enhance the imagination.

With strong interest already received from various broadcasters, the appealing short-form content is furthermore a perfect fit for digital platforms offering new marketing opportunities, and also in connection with retail concepts including loyalty partner programs. “*Vegeosaurs*” addresses multiple execution layers such as collectability, publishing, plush, and gaming.

Patrick Egerton, Executive Producer, Cheeky Little, says, “It’s been a wonderful journey developing and producing ‘*Vegeosaurs*’. It’s a completely fresh take on the dinosaur genre, packed with action, comedy and heart and we can’t wait to introduce kids to the creatures, sights and sounds of *Vegeosaur valley*”.

Martin Krieger, CEO of Studio 100 Media, adds: “We have already received great feedback from various partners to whom we presented ‘*Vegeosaurs*’ in advance. Everybody loved the creative way that vegetables have been transformed into dinosaur creatures and kids around the globe will do so as well. The series offers a variety of excellent opportunities with regards to content distribution and in licensing & merchandising!”

About Studio 100 Media

Studio 100 Media is an international production and distribution company within the children's and family entertainment sector. The company produces 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. Based in Munich, Germany, the company is a 100 percent subsidiary of Belgian firm Studio 100. www.studio100group.com

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