

## **ALEXANDROS VISENTIN JOINS STUDIO 100 MEDIA'S LICENSING TEAM AS NEW BUSINESS DEVELOPMENT MANAGER**

*Munich, 17. January 2023.* Studio 100 Media, one of the leading independent studios for kids & family entertainment, has appointed a new Business Development Manager / Fashion Lead. Having joined the company on 2<sup>nd</sup> January 2023, Alexandros Visentin now heads the entire Apparel segment and will ensure the further expansion of Studio 100 Media's core brands and its third-party rights.

"With Alexandros, we are gaining a young, innovative and well-connected colleague who has learned licensing from scratch," says Joachim Knödler, Head of Licensing Distribution, Studio 100 Media. "He brings not only the competence, but also the strategic thinking and dynamism to drive our operational business forward in a fast-moving environment."

For Alexandros Visentin, the Studio 100 brands such as "Heidi", "Vic the Viking" and "Maya the Bee" evoke childhood memories, which is why he is delighted to now be a part of the team. His goal is to continue the success of the brands in the licensing sector and to bring in exciting new impulses to the process.

Alexandros Visentin joins from Bavaria Media (Bavaria Sonor Licensing), where he was most recently Licensing Sales Manager for brands such as Playmobil, The Smurfs, Frida Kahlo, Janosch and Bud Spencer & Terence Hill. He was responsible for brand rights in the areas of fashion, home & living, accessories and direct-to-retail. In addition, he was in charge for the international subagent network for the client Playmobil and was involved in sourcing new brands for the Bavaria Media portfolio.

Prior to that, he was Sales Manager at UK production music publisher Audio Network, where he helped the company expand its business in German-speaking countries, and Advertising Sales Manager at fashion publisher Condé Nast, where he worked in advertising for the digital platforms and print editions of the brands/magazines GQ and WIRED.

**About Studio 100 Media**

Studio 100 Media is an internationally active production and distribution company for high-quality children's and family entertainment. Among the well-known brands under Studio 100 Media's umbrella are "Maya the Bee", "Mia and me", "Heidi", "Vic the Viking" and "100% Wolf". The company is a subsidiary of the Belgian Studio 100 Group and has an extensive program portfolio, develops and produces new animated series and feature films and distributes them worldwide. Other business areas include international licensing of brand rights, the home entertainment label Studio 100, and its production studio Studio Isar Animation. Within the Studio 100 Group, Studio 100 Media brands also have a home in nine theme parks - in Belgium, the Czech Republic, Germany, the Netherlands and Poland. Studio 100 is one of the largest independent European companies for kids and family entertainment.

[www.studio100group.com](http://www.studio100group.com)

**Contact for Media**

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

**For international press issues:**

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