

## **VEGESAURS CHOMP THEIR WAY TO CBEEBIES**

*Munich, 27 February 2023:* Studio 100's comedy-adventure CGI series "Vegesaurs" (20 x 5') makes its UK debut on CBeebies today. Broadcast on the channel's Discover & Do zone in a weekday morning slot, the captivating series will also stream on BBC iPlayer.

This extraordinary new show aimed at preschoolers is produced by independent Australian studio Cheeky Little Media in association with the Australian Broadcasting Company (ABC), France TV and Studio 100. Season 2 with 20 more episodes is currently in production and set for delivery in the summer of 2023.

"Vegesaurs" made an excellent debut on ABC Australia in May 2022, averaging more than one million viewers per episode and ranging among the Top 5 children's programs in Australia. The show premiered in Europe on France TV in October 2022, and further international broadcasters on board for this fun and entertaining series include SVT (Sweden), YLE (Finland), LTV (Latvia), MTVA (Hungary), Knowledge TV and Radio Canada (Canada).

In addition, Studio 100 Media has already launched several social media channels to support the brand's awareness and is continuously adding fresh content on TikTok, Instagram, Facebook, and YouTube.

In July 2023, master publisher Macmillan Children's Books will set its book program in motion, led by picture books that bring the series' characters to life on the printed page, followed by story board books in the autumn.

To establish an extensive UK licensing program, Studio 100 Media appointed the renowned and award-winning agency BWI (Brands With Influence) last autumn. BWI is already in promising negotiations with a range of licensees covering various categories for this innovative brand.

**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 and two water 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)

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