

## **STUDIO 100 MEDIA | M4E AND VIACOM18 SEAL EXTENSIVE COOPERATION ON WISSPER FOR INDIA**

- **The CGI-animated preschool series WISSPER, produced by m4e and Cuckoo, will premiere on Nick Jr. in India**
- **Viacom18 Consumer Products to develop WISSPER licensing program**
- **Simba Toys India with toy line roll out in fall 2018**

**MUNICH, 27 August 2018** – The German media companies Studio 100 Media and m4e continue the international roll out of the animated preschool series „Wissper“ (52 x 7'), partnering with India-based entertainment conglomerate Viacom18 Media. India's leading Hindi entertainment channel has secured all rights for TV, digital and home entertainment as well as for licensing and merchandising for its subcontinent including Bangladesh, Bhutan, Nepal, Pakistan and Sri Lanka. The show will be premiering on Nick Jr. India this fall.

Viacom18 Consumer Products is now in charge of bringing the adventures of m4e's „Wissper“ brand to shelves in India, already developing a licensing program. The biggest pillar for this program is an extensive toy line, with Simba Toys India already in the starting gates for a launch in fall 2018.

„Our partnership with Viacom18 will be introducing ‚Wissper‘ to kids and families in India, which is a key territory within our international broadcasting and licensing strategy.“ says Peter Kleinschmidt, International Commercial Director at Studio 100 Media | m4e. „We have chosen Viacom18 as a local expert for guiding Wissper and us into this extremely interesting market. We are very excited about the commercial perspectives this huge market has to offer. “

Saugato Bhowmik, Business Head, VOOT Kids, INS and Consumer products, says, "Viacom18 Consumer Products has always introduced and brought to life for kids in India, characters that are globally loved and valued. We have created a wide array of product experiences around kid's favorite characters that allow them to engage with their much-loved toons outside of the television screens. ‚Wissper‘ is loved by kids all around the world and we are happy to be Studio 100 Media's and m4e's partner of choice in bringing the brand to India. We are sure that the kids in India will love this enthralling character and make her a part of their daily lives."

Aimed at preschool children, "Wissper" follows the adventures of a little girl by the same name who has a very special talent - she can communicate with animals, which allows her to understand their problems and help solve them. Wissper the "animal whisperer" is a beloved character for young viewers all around the world.

“Wissper” is produced by m4e AG and London-based animation studio Cuckoo, in coproduction with Telegael (Ireland), Discreet Art Productions (India), and the German BASTEI Media GmbH, a subsidiary of publisher Bastei Lübbe AG. Season 2 with another 52 episodes of 7 minutes is currently in production and episodes 1-26 will be available this fall.

In February 2017, the Studio 100 Group acquired the majority interest in m4e AG. Cooperating closely on projects - from the first idea to a kid's smile in one of the theme parks - the companies will use their synergies in both national and international activities. Under the roof of Studio 100, one of the largest European companies for children's and family entertainment is now formed.

**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.studio100media.com](http://www.studio100media.com)

**About m4e**

The m4e Group, founded in 2003, is an international brand management and media company focusing on children's and family entertainment content. m4e AG is a leader in creation, production, distribution and marketing of animated and live action programming. Its library of more than 2,300 episodes features some of the most recognizable brands such as “Lizzie McGuire”, “Mia and me®”, “Tip the Mouse”, “Wissper”, “Miffy”, “Rainbow Fish” and “Conni”.

The m4e Group includes Tex-ass Textilvertriebs GmbH, Telescreen B.V., m4e Television GmbH, Hahn & m4e Productions GmbH and the joint venture company YEP! TV Betriebs GmbH & Co.KG, as well as m4e Licensing & Merchandising, a full-service agency/division that represents international entertainment brands such as “Beyblade”, “Yo-kai Watch” or “Super Wings”. [www.m4e.de](http://www.m4e.de)

**About Viacom18**

Viacom18 Media Pvt. Ltd. is one of India's fastest growing entertainment networks and a house of iconic brands that offers multi-platform, multi-generational and multicultural brand experiences. A joint venture of TV18, which owns 51%, and Viacom Inc., with a 49% stake, Viacom18 defines entertainment in India by touching the lives of people through its properties on air, online, on ground, in shop and through cinema.

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