

## INDIA'S SUN NETWORK SECURES HEIDI CGI SERIES FOR CHUTTI TV

**Munich, 12 September 2018** – Studio 100 Media | m4e keeps bolstering the presence of its animated shows in Asia by signing a deal with India's Sun Network who picked up the CGI animated series "Heidi" (39 x 22'). The series was already successfully launched on the Tamil block on Sun TV's pay TV kid's channel Chutti TV, following a month of heavy promotion for the show.

Chutti TV had also broadcasted the classic 2D animated TV series of "Heidi" which was produced in the 1970ies, celebrating worldwide success. The famous character was created in 1880 by Johanna Spyri who released two books about the events in the life of a young girl in her grandfather's care in the Swiss Alps. There are several film and television productions of the original story, including the 1970ies Japanese anime series, distributed by Studio 100 Media, and the CGI remake which was produced by Studio 100 Animation and for which 26 new adventures for season 2 are currently in production.

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 Sun Network**

Sun Network was started 25 years ago in Tamil Nadu, India and has been the leading entertainment provider across all platforms, catering to the audience across demographics. Sun Network has 4 channels for kids in Tamil Nadu, Andhra Pradesh & Telengana, Karnataka and Kerala – the southern states of India.

**Chutti TV:** Chutti was launched in Tamil Nadu in 2007 and has been the market leader in Tamil Kid's space ever since. With weekly views of more than 23 million, Chutti TV stands head and shoulder above the rest. Chutti takes pride in bringing the world to your every kid's door-step with international premium content. The viewing kids are well adept with regional as well as global content.

press release



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