



PRESS RELEASE

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STUDIO 100 WELCOMES BABA YEGA TO ITS FAMILY

- **The Belgium alien acrobatic dance act BABA YEGA joins the Studio 100 portfolio**
- **Studio 100 will raise the brand to a new international level – with live shows and fiction/non-fiction TV shows and web series**

Schelle/Munich, 8 January 2019: The acrobatic dance act “Baba Yega” has been contracted by Studio 100 Group as new family entertainment brand. “Baba Yega” is an international act and YouTube phenomenon, blending dance, theatre, humor and alien mystery, targeting at younger boys. They won the fourth season of the TV show “Belgium’s Got Talent” in 2016, were runner up and audience favorite in RTL’s “Das Supertalent” in Germany in 2017 and semi-finalist in “Britain’s Got Talent” last year. With its expertise and renown 360° strategy, Studio 100 plans to bring the dance act to new international levels, developing new spectacular live shows for the international market, as well as fiction and non-fiction TV- and web series.

“Baba Yega” has proven to draw the attention of all audiences live on stage and in TV shows across Europe. The alien dance act from Belgium, or from their home planet Babalta, has impressed viewers and jurors alike in three different local versions of the international Got Talent franchise with their energy, acrobatic moves and humor. Their performance is a unique blend of dance and theatre, with lots of humor as they naively discover our world. All of this without voice, as they do not speak our languages and are not bothered by international barriers.

Their special greeting gesture has meanwhile developed into an iconic move among younger audiences. A TV series and a comic strip were created earlier around “Baba Yega” in Belgium. They even released a feature film in early 2018, titled “Baba Yega: The Movie”. The group already has a strong social media presence, their YouTube channel contains a whole range of music videos – including one with pop star Bebe Rexha.

The dance act “Baba Yega” can be booked for live shows at Studio 100 Belgium. For booking information please contact agency@studio100.be

About Studio 100 Group:

Studio 100 was founded in 1996 as a small TV production company by Hans Bourlon and Gert Verhulst. Since then, Studio 100 has continued to pursue the same goal: producing content that is engaging, entertaining and educational for today’s children and their parents. We have built up a 360° approach to family entertainment supported by a mixture of global and local brands. Iconic world-famous brands such as Maya, Heidi and Vic the Viking are brought back to life in the form of new animated CGI characters appearing both on television and the big screen. Alongside these brands, we have important live action properties which are thriving in local markets, such as Plop the Gnome, superhero Mega Mindy, Bumba and the girls band K3. Our ongoing success is global: we work with partners who share the same goals and beliefs; making children’s dreams come true.

www.studio100.com



About Studio 100 Media AG

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.

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.

www.studio100media.com

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