



## STUDIO 100 MEDIA | M4E APPOINTS DORIAN BÜHR HEAD OF GLOBAL DISTRIBUTION

Munich, February 8<sup>th</sup>, 2019 - Studio 100 Media AG announces today that Dorian Bühr has been appointed Head of Global Distribution with immediate effect to head the international TV distribution of the Munich-based company. Bühr has been with the company since 2013, most recently as Senior Sales Executive. In his new position he will report to Hans Bourlon.

"We are happy to have Dorian Bühr as an excellent Sales Executive with good contacts and extensive experience in international TV sales within our company," says Hans Bourlon, CEO of Studio 100 Media. "His experience not only benefits us in our international sales activities, but also helps us to evolve to meet the challenges of the market. We are convinced that we found the ideal fit for the position of Head of Global Distribution".

### 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 "Mia and me®", "Tip the Mouse", "Wissper", "Lizzie McGuire", "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" or "Miffy". [www.m4e.de](http://www.m4e.de)

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.

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