

September 17th 2010

http://www.c21media.net/common/print_detail.asp?article=57350#

EC-backed toon rolls into Turkey

Six broadcasters covering 15 European and Asian territories have picked up My Friend Boo, a new European Commission-backed animated series designed to help kids understand global issues.

Turkish broadcaster Kanal D is the latest channel to sign an exclusive territory deal for the show (left), which tells the story of three children and their magical dog, who together go on adventures to learn about health, renewable energy and water conservation.



"What we like about My Friend Boo, in particular, is that it was tested on children throughout the development phases. This way we are sure that the stories will hit the right note with our young audiences in Turkey," said Ozlem Oszumbul, programme manager for

Kanal D.

Other networks to take the toon include: RTE in Ireland, VTM in Belgium, KRO in the Netherlands, Sao TV in Vietnam and Minimax signed a multi-territory deal covering Czech Republic, Croatia, Hungary, Slovakia, Bosnia-Herzegovina, Romania, Moldova, Macedonia, Montenegro and Kosovo.

An EC rep told C21 that further agreements are being finalised with broadcasters in Bulgaria, Poland, Spain and Italy.

Characters in the toon were designed by Curtis Jobling, designer of hit preschool series Bob The Builder. "My Friend Boo is the first project of this scale to respond to the needs of Europe's new generation of young viewers," said the project's producer Luigi Petito.

"We have taken important and complex issues like diet and healthy lifestyle beyond the walls of formal places of learning and translated them into a medium that kids love the most. We have had great fun working with children across Europe to produce the series."

Ed Waller

17 Sep 2010

© C21 Media 2011