



**BRB AND MOONSCOOP ANNOUNCE AGREEMENT TO MANAGE
RESPECTIVE CATALOGUES IN NEW MEDIA DISTRIBUTION**

*The alliance includes management of Moonscoop's YouTube channel by BRB
Internacional in Spanish-speaking territories*

BRB Internacional and **Moonscoop** announced today at MIPCOM, which is being held in Cannes this week, they have agreed to a first-rate alliance within the Video-On-Demand sector. The accord means that BRB will manage all Video-On-Demand and Direct Electronic Sales' rights of all **Moonscoop**'s cartoon series in the Iberian peninsula, Spanish-speaking territories around the world and the CIS (Community of Independent States) pertaining to the Web, Smart TVs and Smartphones: including **YouTube** – where BRB is a partner in animation on a world level – and on BRBPLAY.COM – the company's multi-platform website. For its part, **Moonscoop** will distribute the same right for **BRB Internacional**'s entire cartoon catalogue in France and other French-speaking territories.

The synergy of services in the TV-on-Demand area shared by the two companies, both leaders in the European audiovisual sector, provides significant added value to the final offer of animated content. In fact, **BRB Internacional** and **Moonscoop** are uniting in their digital catalogue cartoon series as well-known around the globe as *Code Lyoko* and *Titeuf* –from **Moonscoop**– with *Bernard and David*, *the Gnome* –from BRB–.

Marijo Arnáiz, Director of Digital Media at **BRB Internacional**, pointed out that “BRB continues its commitment to promote new way to watch television, as is the case with video-streaming, and we're very happy to have **Moonscoop** as a partner. Likewise, this is yet another



step in strengthening our position as a cartoon aggregator on **YouTube** through the management of **Moonscoop**'s channel on that platform.”

Lionel Marty, President of Distribution, CP, New Media at **Moonscoop** added: “**BRB** and **Moonscoop** share the same view and strategy regarding the New Media opportunities making this partnership very organic. We are very pleased to welcome *Bernard* and his friends from BRB's library to our **Bango** branded French VOD stores on IPTV, Mobile, Smart TV, iTunes and web.

For more information: Stands R33.12 and R27.18 (MIPCOM).

About BRB Internacional: An international company founded in Spain with 40 years of experience in the production, distribution and licensing of high quality television programmes. BRB's animated series have been seen around the world, and characters such as *David the Gnome*, *Dogtanian* and *Willy Fog* are widely recognised as classics. Currently BRB is producing innovative and branded series through the development of its studio Screen 21 using the latest techniques in design and CG technology including such successful brands like *Invizimals*, *Filly Funtasia*, *Mica*, *Bernard* or *Animals*. In the field of licensing, the company manages aside of all BRB's titles an impressive catalogue which includes the Cartoon Network's properties for Spain and Portugal or the Sony Computer Entertainment's property *Invizimals*TM in Iberia and Greece. For more information: brb.es, youtube.com/BRBInternacional, facebook.com/BRBInternacional, twitter.com/BRBInt, gplus.to/brbinternacional, brbplay.com

About Moonscoop: Specializing in children's entertainment, Moonscoop is an innovator, developer and producer of original animated television series, properties & brands which are implemented across all digital platforms of the media. The company's library contains over 3000 half-hours of programming airing in more than 160 territories worldwide. Among Moonscoop's key brands licensed in markets worldwide and produced by their talented animation production staff include: *Code Lyoko*, *Chloe's Closet*TM, *Geronimo Stilton*, *Hero 108*TM, *Tara Duncan* and *Casper's Scare School*. Moonscoop's current new series production slate includes: *Code Lyoko Evolution*, *Sabrina Secrets of a Teenage Witch*TM, *Chloe's Closet - Season II*, *Jungle Book - Season II* and *Ava Riko Teo - Season II*. As a production company hired by outside content owners, Moonscoop has produced animated series for a number of high profile brands, such as *Care Bears*TM, *Lalaloopsy*TM, *Strawberry Shortcake*TM and *Zhu Zhu Pets*[®].

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