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kid screen®

About reaching children through mass entertainment

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**CGI TV Series
delivering
Fall 2011**

**Brand New from
HIT Entertainment
& Nelvana**

BRAND LICENSING STAND D025
MIPCOM STAND R29.37





DO IT RIGHT WITH “MIKE THE KNIGHT”

CEO Jeff Dunn explains why he fully expects Mike to live up to his motto - “be a knight, do it right”!

Mike the Knight follows the adventures of a young apprentice knight as he attempts to help mum, Queen Martha, run their tiny kingdom while his father, the King, is away exploring distant lands. Assisting Mike are his closest friends Sparkie and Squirt, a pair of tame dragons and his trusty horse Galahad. And, with a sprinkling of magic comes younger sister Evie, who often makes Mike’s missions more of a challenge, as she has yet to master the skills of good wizardry!

As you would expect, Mike and his friends inhabit a world

full of turreted castles, fantastic creatures, and magical adventures. Nevertheless his little kingdom, and the people who live there, are remarkably like our own world and the people we meet every day.

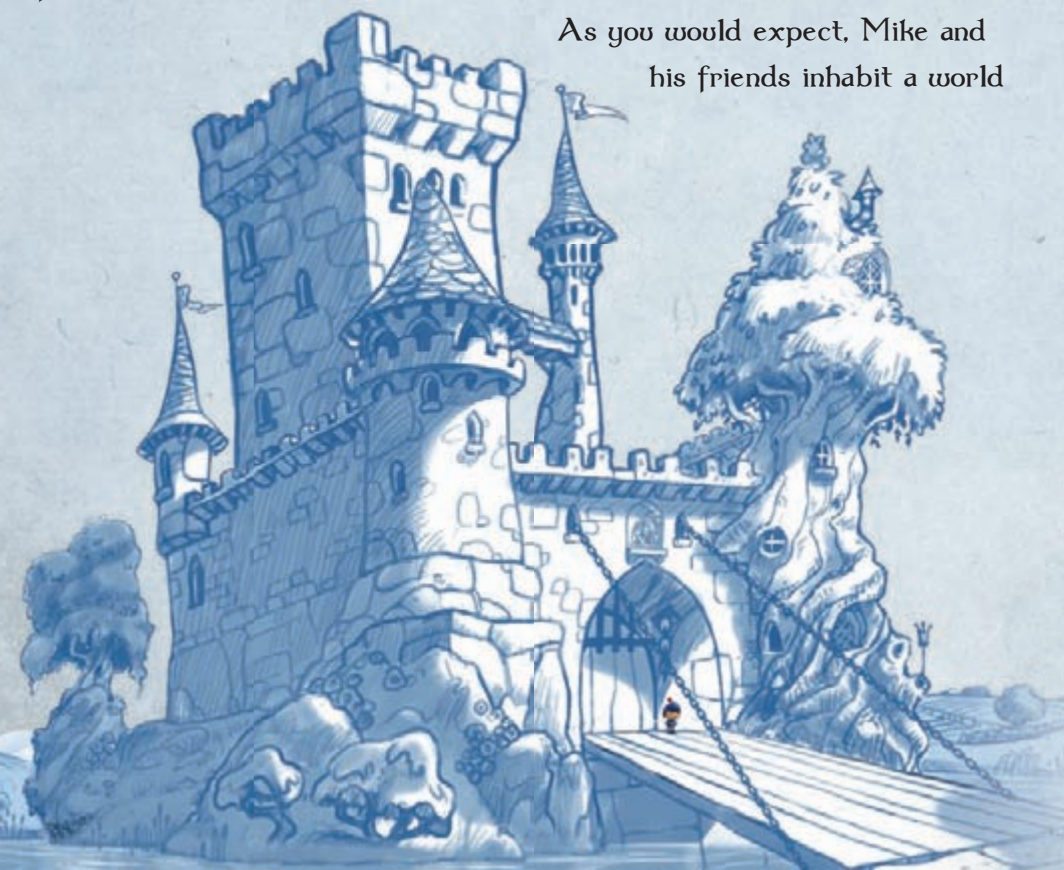
Mike the Knight is only the second series HIT Entertainment has developed in-house, from initial concept through to final delivery. The first one was Bob the Builder, so, if, like most medieval knights, you believe in omens - Mike’s are looking pretty good!

“HIT grew to the company it is today largely through acquisitions,” notes President & CEO Jeff Dunn, “and so when I came on board, I felt it was important we grew an ability to develop our own properties in-house and from scratch.”

The first result of that investment in development personnel and budgets is Mike the Knight, a co-production with Canada’s Nelvana. The CGI series, aimed at 3-5 year-olds, was created by Alexander Bar and is being



Thomas & Friends, Bob the Builder, Angelina Ballerina, Fireman Sam, Barney and Pingu; HIT Entertainment’s roster of brands is a stand-alone pre-school Hall of Fame. And new property, Mike the Knight, is set to extend HIT’s enviable record well into the future. Here HIT’s President and



Executively Produced by HIT's Chris Rose and Marion Edwards. Set for delivery in Fall 2011, it has already secured pre-sales of the first 52 x 12-minute episodes to CBeebies, Treehouse, ABC Australia, DRTV Denmark, NRK Norway and SVT Sweden.



"The most attractive thing about Mike as a proposition," insists Dunn, "is that there are so many great stories that can be

told in a multitude of different and attractive ways. That is always what we look for first in any property, the ability it offers to tell great stories."

And Mike the Knight has plenty of other exciting attractions. "The reality is that today's pre-school programming is a very licensing-driven business," acknowledges Dunn, "and although we didn't set out looking for a property that ticked all those consumer product

boxes, it is certainly the case that Mike does exactly that!"

Underlining this point, Dunn stresses, "It promises to be a fantastic property inspiring great play sets as well as action adventure toys. The medieval setting offers equally strong potential for dressing-up and apparel of all kinds. Its castles and mazes will work perfectly for board games and video games. And with its big, grand and colourful look, it's just what a pre-school property needs to be in publishing." In short, concludes Dunn, "whenever we speak to a potential partner the reaction is always, 'I can see how this property plays in my field', which is exactly what we are looking for."

Of course all of this is commercially attractive, but Mike's ability to translate so easily into so many different areas and onto so many different platforms is vitally important in another crucial way. "These days," explains Dunn, "kids



live in a rich media environment and they want their characters to be available to them all the time in the many different places they visit during the course of their day. They want to watch the character, play with the character in their homes and online, they want to wear the character and to go to sleep with him or her at night. Delivering this universal accessibility is as much a part of designing a truly loved character as is designing the character itself."

And all the indications are that, in Mike the Knight, HIT has an exciting new character destined to be as much-loved as Thomas, Bob, Angelina, Sam, Barney and Pingu, and the other hugely successful characters to have emerged over the years from this undoubted HIT machine.

