



press information

CPLG Italy to represent “DORAEMON”

VIZ Media Europe has appointed CPLG to represent the Japanese iconic brand and licensing phenomenon “DORAEMON” in Italy

London, 3rd April 17: The popular Japanese anime TV series and 360-degree licensing phenomenon “DORAEMON”, is now on track to extend its success story further into Europe. Global licensing company CPLG, on behalf of VIZ Media Europe, will develop a broad licensing program for the comedy-adventure TV show in ITALY.

Since its launch in 1969, “DORAEMON” has been one of Japan’s most popular multimedia franchises. With new content every year, it dominates the television, cinema, publishing, merchandise and promotions market in Asia, with annual retail sales in excess of €600 million.

In Italy, the TV series started on Mediaset 10 years ago before moving to leading kid’s broadcaster ITALY BOING where it is one of the top rated shows on the channel.

“We’re delighted to cooperate again with VIZ Media Europe and to be working on the world of “DORAEMON” in Italy. The iconic characters featured in the exciting adventures of Doraemon are deeply ingrained in the Italian culture. It is a perfect property for boys and girls of all ages and we are excited to secure partners to extend the brands success to the Italian Market”, says Maria Gurrieri, Managing Director CPLG Italy.

“With CPLG we have found the perfect partner to team up with to bring Japan’s top-rated animated TV series and licensing phenomenon ‘DORAEMON’ to the Italian market. We are looking forward to working with CPLG to further extend the amazing success of this brand”, adds Aâdil Tayouga, EMEA Licensing and Retail Manager of VIZ Media Europe Group



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Nobita is a young boy whose life is changed forever the day Doraemon — a "cat-shaped robot" from the 22nd century — pops out of a time portal in Nobita's top desk drawer. Doraemon has been sent back in time by Nobita's great-great grandson to change Nobita's legendary tragic life for the better, and thus improve the life of all his descendants. Unfortunately, underachiever Nobita seems to cause a great deal of his own misfortune, and the addition of an endless supply of futuristic gadgets from Doraemon's "4th Dimensional Secret Gadget Pocket" usually creates even more trouble!

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About CPLG:

CPLG (www.cplg.com) is one of the world's leading entertainment, sport and brand licensing agencies with offices in the UK, Benelux, France, Germany, Italy, Spain, Sweden, Poland, Middle East, Greece & Turkey and the US. Owned by DHX Media (www.dhxmedia.com) a leader in the creation, production and licensing of family entertainment rights, CPLG has more than 40 years of experience in the licensing industry. It provides each of its clients with dedicated licensing and marketing industry professionals and a fully-integrated product development, legal and accounting service. CPLG believe that partnership is about clarity, openness and trust, and is widely known for its no-nonsense, straightforward approach; Expert Common Sense.

www.cplg.com

About VIZ Media Europe:



Headquartered in Paris, France, VIZ Media Europe (VME) specializes in managing the development, marketing and distribution throughout Europe, Middle East and Africa of Japanese animated entertainment and graphic novels (manga). Owned by three of Japan's largest creators, publishers and licensors of manga and animation, Shueisha Inc., Shogakukan Inc., and Shogakukan-Shueisha Productions, Co., Ltd., VME handles the comprehensive distribution, licensing and promotion of some of the most popular Japanese manga and animation properties for consumers of all ages. VME administers an integrated product line including graphic novels, consumer products, DVD and music. Current VME animated properties include: BLEACH, BLUE EXORCIST, DEATH NOTE, DORAEMON, HAMTARO, INAZUMA ELEVEN (France), JEWELPET (France), KUROKO'S BASKET, MAGI, RINNE, TENKAI KNIGHTS, TERRAFORMARS, and YO-KAI WATCH.

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