



## **CPLG to Beam Sunny Bunnies into Europe**

**London, 23<sup>rd</sup> January 2018:** CPLG has been appointed licensing agent for EMEA (excluding France, Turkey and MENA) for children's CGI comedy Sunny Bunnies, produced by Digital Light Studio in Belarus, and represented by content distributor Media I.M. CPLG will develop the Sunny Bunnies licensing programme across a broad spectrum of categories with an initial focus on toys, apparel, accessories and back-to-school.

Sunny Bunnies is a non-dialogue CGI animation comedy aimed at kids aged 3-6 year olds. Two series consisting of 26 x 3.5 minute episodes have been completed, with a third season in production. Since its debut on Disney Channel in Russia in 2015, the series has been picked up by Disney Junior in the US, EMEA and Japan, Discovery Kids India, TF1 digital in France, Canal Panda in Portugal and broadcast in more than 160 territories in 2017.

The shorts follow the adventures of the Sunny Bunnies – five fluffy balls of light that can appear anywhere there is a light source. Whether it is sunlight or moonlight, they bring fun, happiness and mischief everywhere they go. Fast-paced and funny, they bounce and fly around many exciting locations. These five friends (including two sisters) all have distinct characteristics which children can easily recognize and grow to love and enjoy, time after time.

Sunny Bunnies also has its own YouTube Channel which launched in April 2016. Since then, the channel has reached more than 260m views and 340k+ subscribers. The channel ranks within the top 10% of best-performing kids YouTube channels globally. Sunny Bunnies also launched its own Facebook page in September 2017 achieving over 4.5k likes in the first 3 months, with Instagram and Snap Chat accounts launching later this year.

Licensees already on board in Europe include Whitehouse Leisure for amusement plush and accessories for EMEA, and UK publishers Redan and Kennedy for promotional activity pages across key children's magazines.

Maria Ufland, Joint Managing Director at Media I.M. said: "We are delighted to have CPLG as our licensing agent in most of the EMEA markets. We look forward to building Sunny Bunnies into a strong kids' brand in Europe and see our collaboration with CPLG as a crucial factor in achieving this goal. Through their knowledge and understanding of the EMEA markets, solid track record with many world-famous brands and their passion for the show, we believe that Sunny Bunnies will become a true success in Europe."

Steve Manners, EVP of CPLG, said: "We have been closely watching the development of Sunny Bunnies, and are extremely excited to be working with Media I.M. to create a comprehensive licensing programme. They have allowed the show to build awareness on You Tube and engage with consumers. Now with the added exposure of TV, the time is right to bring a little more light to Sunny Bunnies fans!"



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**About CPLG**

CPLG ([www.cplg.com](http://www.cplg.com)) is one of the world's leading entertainment, sport and brand licensing agencies with offices in the UK, Benelux, Nordics, France, Germany, Italy, Spain, Sweden, Poland, Middle East, Greece & Turkey and the US. Owned by DHX Media ([www.dhxmedia.com](http://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.

**About Media I.M.**

Media I.M. Incorporated Ltd, launched in April 2014 by former Viacom International Media Networks executives Maria Ufland and Irina Nazarenko, is an international content distribution company specialising in the sale of premium family entertainment and animation to both linear and non-linear platforms. The London-based operation has forged exclusive distribution agreements with several of Europe and Russia's top animation producers, including Bionaut Films, Studio Atria, Da Animation Studio, Studio Nebo and Digital Light Studio.

Media I.M. is active in pre-sales and identifying co-production and product licensing partners for its animation brands, which include Sunny Bunnies, Robodz, The Bubbles, Rosa and Dara and Their Great Adventures, and Flying Animals. The company's boutique approach gives it the flexibility to develop 360-degree opportunities around each property to deliver maximum value to both producers and licensees.

**About DHX Media**

DHX Media Ltd. (TSX: DHX.A, DHX.B; NASDAQ: DHXM) is a leading children's content and brands company, recognized globally for such high-profile properties as *Peanuts*, *Teletubbies*, *Strawberry Shortcake*, *Caillou*, *Inspector Gadget*, and the acclaimed *Degrassi* franchise. One of the world's foremost producers of children's shows, DHX Media owns the world's largest independent library of children's content, at 13,000 half-hours. It licenses its content to



broadcasters and streaming services worldwide and generates royalties through its global consumer products program. Through its subsidiary, WildBrain, DHX Media operates one of the largest networks of children's channels on YouTube. Headquartered in Canada, DHX Media has 20 offices worldwide. Visit us at [www.dhxmedia.com](http://www.dhxmedia.com).