



WILDBRAIN CPLG SIGNS NEW UK PARTNERS FOR IN THE NIGHT GARDEN

Deals build on the brand's perennial popularity with families on CBeebies and YouTube

London UK – 24 November 2020 – WildBrain CPLG, one of the world's leading entertainment, sport and brand licensing agencies, has scored a wave of new UK partnerships for the beloved preschool property In the Night Garden.

WildBrain CPLG represents the WildBrain-owned In the Night Garden property for licensing and merchandising worldwide and has secured new UK licensees, including: 8th Wonder for a plush chair and wooden toys; Paul Lamond Games for puzzles and games; Tomy for aquadoodle mats; and Grabo Balloons for foil balloons. Boxine has also signed on for an Iggle Piggle figurine to attach to children's audio system Toniebox, which provides In the Night Garden audio content, including a narrated story and music.

WildBrain's premium kids and family AVOD network and studio, WildBrain Spark, also manages In the Night Garden on AVOD platforms including YouTube and YouTube Kids, where it has achieved an average of 15 million monthly views this year. The brand's channels now have over 635k global subscribers, and episodes are currently available in English, Polish, Arabic, Swedish, Spanish, Norwegian, and Italian. The original *In the Night Garden* series is also an established fixture in CBeebies' bedtime schedule, where characters Iggle Piggle, Upsy Daisy, Makka Pakka and their friends are an integral part of the sleep time routines for many families.

Emily French Ullah, Licensing Director Hardlines at WildBrain CPLG, said: "In the Night Garden remains front of mind with preschools and parents alike, as demonstrated by the continued positive response from licensees and retailers, and the strong broadcast and AVOD viewership. We're delighted to welcome these wonderful new partners to the UK licensee base and look forward to seeing young fans across the UK enjoy this engaging array of new products."

Michael Riley, Chief Brands Officer for WildBrain, said: "In the Night Garden has an eternal quality that continues to resonate with families worldwide, and these new licensees signed by WildBrain CPLG will provide UK fans with more opportunities to celebrate their love of the brand offscreen. In the Night Garden is a key preschool property for WildBrain, and we are highly focused on driving even more exciting initiatives across our integrated platform of content, distribution and consumer products that are sure to keep parents and young children engaged and entertained for years to come."

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About WildBrain CPLG

WildBrain CPLG 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, Greece & Turkey, Russia, the Middle East, and the US. With more than 45 years of experience in the licensing industry, WildBrain CPLG provides each of its clients with dedicated licensing and marketing industry professionals and a fully integrated product development, legal and accounting service. WildBrain CPLG believe that collaboration is about clarity, openness and trust, and is widely known for its no-nonsense, straightforward approach – Expert Common Sense. Please contact us or visit the WildBrain CPLG website for more information: www.cplg.com

About WildBrain Spark

WildBrain Spark builds brands through the management and creation of preschool and children's entertainment content on platforms such as YouTube, Amazon Video Direct and ROKU. WildBrain Spark's branded YouTube network is one of the largest of its kind, featuring more than 300,000 videos for more than 800 kids' channels in over 30 languages. Every 90 days, one in every three kids worldwide with access to YouTube watches video content on the WildBrain Spark network, which has over 168 million subscribers, and approximately 4 billion views per month.

Connecting kids' content owners and creators with advertisers in the Advertising Video-on-Demand (AVOD) space, the WildBrain Spark network features much of WildBrain's own library of approximately 13,000 half-hours of kids' and family content, including *Peanuts*, *Teletubbies*, *Strawberry Shortcake*, *Caillou*, *Inspector Gadget*, *Degrassi* and *Yo Gabba Gabba!*, as well as popular third-party brands such as *Fireman Sam*, *Spookiz* and *Hairdorables*.