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LONDON

Italy Goes Crazy For Masha At Movie Theatres!

Ink Global has announced that 'Masha and the Bear - Friends Forever', alternative content of the hit TV animation, has proved a huge hit with Italian audiences. Around 700,000 people across Italy enjoyed the feature, which was distributed by Warner Bros. Entertainment Italia, at movie theatres - leading to total box office takings of €4,340,000.

The package introduced audiences to eight episodes never seen before on TV, or any other platform, and screened at 500 cinemas across the country from December 23rd to January 10th.

The new content builds on the massive success of the TV series, which is produced by Russian company Animaccord and was named best animation in the Creative Talent category at the 2015 Kidscreen Awards and is shown in almost every country in the world. Broadcasters include France TV, KIKA, Turner Cartoonito (UK and Latin America), Turner Boing (Spain), ABC (Australia), Canal Panda (Spain and Portugal), Minimax (Central Europe), Russia 1 (Russia and CIS), SIC (Portugal and Portuguese-speaking Africa) and SpaceToon (Middle East, North Africa and Malaysia). In Italy, the show is broadcast on Rai YoYo and the tale of the little girl and the bear who becomes her reluctant playmate is hugely popular with kids and adults alike.

Thomas J. Ciampa, Vice President Distribution & New Theatrical Ventures Warner Bros. Entertainment Italia, says: "The success of Masha and the Bear at movie theaters - made possible thanks to a partnership with Animaccord and Ink - confirms the strength of these characters. We built this great result, thanks both to the children's amazing participation, some of which were at their very first movie experience, and to a new interactive model in movie theaters."

Vladimir Gorbulya, Head of Licensing at Masha and the Bear Ltd and Vice-President of Animaccord, comments: "It's with great pleasure that we expand on such successful relationship with Warner Bros to bring new Masha stories to Italian screens. It's thrilling to see how the audience enjoy new episodes of Season 2, which makes us even more inspired at working on Season 3".

Ink Global Director Claus Tomming adds: "To make over €4million in just three weeks is an astonishing return and is testament to the special place Masha and the Bear holds in the hearts of Italian families,"

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