



## DECODE ENTERPRISES TAKES *GRANDPA IN MY POCKET* ON WORLDWIDE TOUR

### Sales scored for top-rating series in advance of MIPTV launch

Toronto, London, 24 March 2009. DECODE Enterprises, the distribution subsidiary of DHX Media Ltd., has scored a hat-trick of deals for Adastr Creative's ***Grandpa In My Pocket*** following hot on the heels of a second series commission from CBeebies in the UK. Canada's TVO, Australia's ABC TV and Al Jazeera Children's Channel have all scooped up the live-action with special effects kids' show which is currently scoring excellent ratings.

From the moment the series appeared on CBeebies last month it was a hit with the channel's young viewers, their parents and carers with outstanding viewing figures, lively website activity and the regular top spot on the CBeebies iPlayer. Over 2.5 million children have watched ***Grandpa In My Pocket*** since it began in February and has the show has averaged 450k per episode and is almost 6% share points up on the 2008 slot average.

Michael Carrington, Controller of CBeebies said: "I'm so proud of ***Grandpa In My Pocket***, a new series which has quickly established itself as one of our most successful programmes of recent times. The high ratings are proof that there is a fantastic appetite for high-quality, narrative driven comedy amongst young children. What I find is unique about ***Grandpa In My Pocket*** is its ability to connect with boys *and* girls of a wide age range – no doubt because it is universally funny."

Josh Scherba, VP, Distribution at DECODE Enterprises added: "This is a series which is enjoyed by both kids and their parents. It's incredibly well written with great performances and the child and grandparent relationship is acutely observed. The top ratings on CBeebies flag this as a must-watch show and we're delighted to sign up further broadcasters internationally to send Grandpa overseas."

DECODE holds TV, DVD and consumer products rights to the 52x12' series which is developed and produced by Adastr Creative, headed by Mellie Buse and Jan Page, and commissioned by CBeebies Controller Michael Carrington. Made with participation from Finance Wales, ***Grandpa In My Pocket*** is CBeebies' first comedy drama commission and features such well-known faces as James Bolam, Susan Jameson, Lisa Goddard, Rula Lenska and Meera Syal. Sarah Colclough is executive producer for the BBC and Angus Fletcher is executive producer for Adastr.

***Grandpa In My Pocket*** is directed by Richard Bradley, whose many credits in both adult and kids include lead director of the BAFTA award-winning live action series *The Hoobs*. The special effects for the series are produced by Welsh independent company Dinamo Productions.

Take one energetic Grandpa and his imaginative seven-year old Grandson, Jason Mason. Give Grandpa a magic shrinking cap and watch him turn into the biggest kid of the lot! He flies out the window in Jason's toy airplane or shoots out the door in his little car, each time on his way to solve a problem and create mayhem along the way. Grandpa can make himself small enough to hide in all sorts of unsuitable places. He's full of ideas and full of mischief.

The show explores the hugely important grandparent/grandchild relationship and Jason and Grandpa make a great team. Their adventures will be fantastical, touching and bizarre – but always hilariously funny.

**For further information please contact:**

**Aimee Norman/Janet Balmforth at Blueprint PR**

**Tel: +44 (0) 208 341 6171 E Mail: [aimee@blueprintpr.co.uk](mailto:aimee@blueprintpr.co.uk)**

**Notes to editors:**

**About DECODE Enterprises, a DHX Media Company**

DECODE Enterprises is the distribution subsidiary of DHX Media Ltd. It handles programme sales for third party producers and for DHX subsidiaries DECODE Entertainment, Halifax Film and Studio B, which are leading international producers of television programming and interactive content with an emphasis on children, family and youth markets. DHX Media Ltd. shares trade on both London's AIM exchange and the TSX in Toronto.

**About Adastra Creative** is a production company that harnesses the extensive writing experience and expertise of its principals: Mellie Buse and Jan Page, who have over 15 years' experience in children's media. The duo have contributed to some of the best-known and successful kids' brands including *Charlie and Lola*, *The Hoobs*, *Angelina Ballerina*, *The Tweenies*, *Little Robots* and *Thomas the Tank Engine*. and collaborated with the leading companies in the field. Between them they have contributed to more than fifty kids' television series as writers, head writers, script editors, consultants, creative producers and showrunners. They have won a plethora of awards including Baftas, BAAs, Indies, Talkies and Theatre Awards.

The company is focused on developing high quality kids' programming for all ages across animation and live action, with exceptional storylines and characterisation at its core.

Adastra Creative is also an active consultant, developer, writer and editor of third-party projects.