



## DECODE ENTERTAINMENT SIGNS UP YTV FOR *GIZMO*

### Brand new series developed by MDA and Scrawl Studios in co-production with DECODE and Agogo Media

Toronto, London 8th January 2007. Leading kids and family entertainment specialist DECODE Entertainment has pre-sold its brand new series in production, ***Gizmo*** to Canada's YTV. The animated series (26x22' or 52x11') to be delivered in fall of 2007 is a fast-paced sci-fi comedy about the adventures of a dysfunctional crew of alien robots who crash-land in the backyard of siblings Daisy and Robin. The series is developed by Singapore's Scrawl Studios and the Media Development Authority of Singapore (MDA) in co-production with DECODE, YTV and established Hong Kong animation company Agogo Entertainment Ltd. DECODE has worldwide distribution rights for this Canada/Hong Kong/Singapore treaty co-production.

Beth Stevenson, Executive Producer at DECODE Entertainment said, "We're excited to be working with YTV, Scrawl, the MDA and Agogo Entertainment on this new project, we believe ***Gizmo*** is a fresh, unique series with clear international potential."

On this latest development in Singapore's animation scene, Mr Seto Lok Yin, Director, Industry Development of the MDA said, "We are delighted that this project has made such a good head start. International co-production such as this has helped many of our animation companies level up quickly. Therefore, I am confident that Scrawl will ride on this success and continue to produce quality Made-by-Singapore content."

The deal for ***Gizmo*** follows hot on the heels of an agreement between DECODE and YTV to produce multi-platform property ***Urban Vermin*** an action comedy starring two raccoon brothers, once best of friends, now best of enemies and their bid for garbage-one-upmanship.

Scrawl Studios, the MDA and Agogo previously collaborated on 2-D animation series, ***Nanoboy***.

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## **Notes to editors:**

### **About DECODE Entertainment, a DHX Media Company**

DECODE Entertainment is a subsidiary of DHX Media Ltd, a leading international producer and distributor 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 YTV**

YTV, Canada's #1 youth network, is seen in over eight million homes across Canada. As a major force in Canadian kids' entertainment, YTV has triggered over \$988 million in Canadian independent production; developed a website that averages over 90 million monthly page views; published a successful kids' magazine, *Whoa!*; and conducts a highly respected annual survey, *The YTV Tween Report*.

### **Media Development Authority of Singapore (MDA)**

The Media Development Authority of Singapore (MDA) was formed on 1 January 2003 to champion Media 21, a blueprint to transform Singapore into a global media city. Media 21 seeks to create a vibrant media environment by establishing Singapore as a media exchange, exporting Made-by-Singapore content, internationalising local media companies, nurturing local media talent and developing digital media. More information on MDA can be found on [www.mda.gov.sg](http://www.mda.gov.sg).

### **Scrawl Studios Pte Ltd**

Scrawl Studios is a media and entertainment company. A pioneer in Singapore's animation scene, Scrawl Studios has been the driving creative force behind many new animated properties for audiences around the world since 2002, winning awards such as the Oshima Picture Book Contest in Japan, and in the Asia Animation Superpitch. The studio focuses on developing, producing and marketing original properties such as Nanoboy (26 x 26'), Milly Molly (13 x 24'), Gizmo (26 x 26') and Oli's Wild Adventures (13 x 24'), in collaboration with international partners such as Agogo Media Ltd, Decode Entertainment, and Mediacorp Singapore.

### **Agogo Entertainment Ltd**

Agogo Entertainment Limited (AGE), the co-producer of GIZMO, is a project development company and production service with four studio facilities in China. AGE handles all licensing and distribution into greater Asia thru its sales office in Hong Kong. Current projects in production are: "Nanoboy" (52x12'), "Franky Snow" (52x12'), "Lily the Witch" (26x26'), "Bali" (52x12') and "Code Lyoko I-V" (97x26').