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Entertainment One

www.entertainmentonegroup.com



Entertainment One Family is a global leader in building premium family entertainment brands. It creates and produces family programming that airs in more than 190 countries worldwide through deals with major international broadcast platforms. Entertainment One Family is a full service operation including international television distribution, home entertainment, music publishing and licensing & merchandising exploitation for the properties it creates and co-produces including No.1 UK preschool franchise “Peppa Pig”, BAFTA

award winning “Ben & Holly’s Little Kingdom”, and “Humf”. Entertainment One Family’s Licensing and Merchandising department handles the brand management for each of Entertainment One’s key family franchises notably “Peppa Pig” which now generates \$320m in retail sales in the UK per annum. With offices in Los Angeles, London and Toronto, Entertainment One Family is also supported by the far reaching Entertainment One network of companies.



Peppa Pig

Peppa Pig was the No. 1 pre-school property in the UK in 2010 generating in excess of \$320 million at retail. Launched in the UK in 2004 on both Nick and Five’s Milkshake! it is now broadcast in over 180 territories. Notably USA broadcast commenced in February this year on Nick Junior. Product will launch into retail fall 2012.

Ben and Holly’s Little Kingdom

Broadcast commenced in the UK on Nick Junior in 2009 followed in 2010 by Five’s Milkshake! Toys and publishing launched end 2010 with excellent sell through with all key retailers committing to broad ranges for 2011. International roll out of product will follow end 2011 early 2012.



Humf

Broadcast commenced on Nick Junior in 2009 where it rapidly became a clear ratings winner. The first DVD launched end 2010 and followed the success of the show. Publishing and toys will launch Fall 2011 followed by a broader roll out in 2012. International will follow in 2013.