



For Immediate Release:

m4e/Telescreen Embraces Content Personalization in New Digital Distribution Partnership with Preschool Platform Kidobi

Amsterdam/Munich/Toronto, March 28, 2012 – [m4e/Telescreen](#) and [Kidobi](#) today announced a new digital distribution partnership that will bring several animated series from the extensive m4e/Telescreen catalogue to Kidobi's rapidly expanding online library. The agreement gives the preschool-targeted streaming video platform SVoD rights to five series in Canada and the U.S.

In the agreement, Kidobi will distribute *Anton* (26 x 5'), *Brothers Flub* (26 x 22'), *Plonsters* (52 x 3'), *Rudi & Trudi* (26 x 11'), and *Salty's Lighthouse* (40 x 11'). The addition of these titles strengthens Kidobi's ability to deliver unique content to its growing preschool audience throughout North America.

Kidobi is taking children's video content to a whole new level by curating children's content from around the world and creating tailor-made playlists for each and every viewer. Since its inception, Kidobi has drawn the attention of preeminent children's content producers around the world.

As a forward-thinking company, m4e/Telescreen recognizes that new distribution models will need to be established as consumers continue to spend more and more time consuming content online. "Kidobi is a really innovative platform, for content providers and viewers alike," said Sjoerd Raemakers, Managing Director of Germany's m4e Group distribution outlet Telescreen. "With so much content available to consumers online today, curation and personalization are going to play a big role in terms of what succeeds online."

"This is a natural partnership for both companies," added Eric Sorenson, Director of Research & Content at Kidobi. "m4e/Telescreen has produced some incredible programs and they recognize that new technologies are disrupting traditional distribution models. Kidobi allows companies like m4e/Telescreen to take a proactive approach to dealing with these changes in a way that supports young viewers and their parents."

m4e/Telescreen joins other top producers and distributors of preschool content in embracing Kidobi's unique online distribution platform.

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NOTES TO EDITOR:

About Kidobi:

Kidobi is a new, online preschool destination that creates tailor-made video playlists based on a child's age, interests and skills. Kidobi adapts to the child's skill level and preferences using technology developed with educators and child development experts. Kidobi's software will automatically create customized, ad-free playlists, or parents can choose educational topics, set the difficulty level and search the Media Library themselves.

Kidobi's content library features preschool programming from top producers and distributors around the world, including CCI Entertainment, Distribution360, Studio100 Media, Your Family Entertainment, and more. For more information about Kidobi's content partners please visit [our website](#).

For further information regarding **Kidobi** please contact:

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About m4e/Telescreen:

The m4e Group is an international brand management and media company for children's and family entertainment content. m4e AG is a leader in creation, production, distribution and marketing of animated and live action programming. Its library of nearly 2,200 episodes features some of the most recognizable brands such as Lizzie McGuire, HCA The Fairytaler, Mia and me, Moomins, Miffy, Rainbow Fish, Conni and Something Else.

The company controls Telescreen B.V., who acts as the international TV-distribution arm, m4e Television GmbH, Tex-ass Textilvertriebs GmbH, a leading manufacturer for licensed apparel and accessories, Lucky Punch, a Joint Venture for the production of animated television shows, as well as m4e Licensing & Merchandising, a full service agency/division that represents entertainment, sports and lifestyle brands such as Winx Club, Beyblade, KiKANiNCHEN or the German Football Association (DFB).

m4e Group key facts:

- The full value added chain from one source
- Library of nearly 2,200 episodes of best children and family program
- Award winning shows in over 150 territories worldwide
- New shows in development/production: Mia and me, Tip the Mouse, Pinkeltje

For more information please visit our group website: www.m4e.de

For further information regarding **m4e/Telescreen** please contact:

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