



For Immediate Release:

## **BRB Internacional Expands Digital Presence in a New Worldwide Digital Distribution Partnership with Kidobi**

Toronto/Barcelona – April 2, 2012 – Spanish production and distribution company [BRB Internacional](#) announced today a new content partnership that will see over 40 hours of children’s programming land on Kidobi’s subscription-based service.

The programs, available at [www.kidobi.com](http://www.kidobi.com) in the coming weeks, include *Teo* (45 x 7’), *Bernard* (52 x 3’), *David the Gnome* (26 x 26’), *Around the World with Willy Fog* (26 x 26’) and *The Mozart Band* (26 x 26’). All titles will be available to Kidobi’s subscribers worldwide.

“Working with BRB is a great fit for us because we share many of the same values,” said Eric Sorenson, Director of Research & Content at Kidobi. “We support BRB’s philosophy to educate young viewers and communicate positive values in an entertaining way. At the same time they understand that digital distribution is essential in building the strongest audience for their content worldwide.”

Celebrating their 40<sup>th</sup> anniversary this year, BRB continues to be one of the leading European production companies. The enterprise, which has garnered many accolades and awards over the years, has recently positioned itself at the forefront of the audiovisual sector in new technologies.

“BRB has a strong digital presence and our partnership with Kidobi allows us to strengthen that position.” said Marijo Arnaiz, Digital Media Director at BRB. “Kidobi’s platform is unique in that it gives each child something different and unique to their tastes. We’re glad to be a part of this innovative new approach.”

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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 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 BRB Internacional:**

An international company founded in Spain with 40 years experience in the production, distribution and licensing of high quality television programmes. BRB’s animated series have been seen around the world, and characters such as *David the Gnome*, *Dogtanian* and *Willy Fog* are widely recognised as classics. Currently BRB is producing innovative and branded series through the development of its Catalan studio Screen 21, like *Bernard*. In the field of licensing, the company manages aside of all BRB’s titles an impressive catalogue too. For further information regarding **BRB Internacional** please contact:

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