

Zinkia Entertainment's Pocoyo is recognized as a hit global Brand

## **Pocoyo conquers China and prepares its global relaunch**

- **The Spanish animated series is being broadcast in China since last September 7**
- **Pocoyo's fourth season consisting of 26 episodes will be released by the end of 2016**

**Madrid, 17 October 2016.-** The coming MIPCOM edition that will take place from 17- 20 October in Cannes, is the venue chosen by the Spanish producer Zinkia in order to present its international development plan, which includes a strong presence in the Asian market (after Zinkia's recent debut in the Chinese public television); and in order to bring to Zinkia's customers a première: the advance of the new season of the animated series Pocoyo.

In the 2016 MIPCOM, Zinkia will release its growth plans, as new, including the exploitation of the brand in China, following to the agreement with the China Central Television (CCTV), thanks to which the Pocoyo series –on air since last September 7- shall be broadcast through that public TV channel and its digital platforms until April 2020. Currently, Pocoyo is broadcast daily in the children's channel CCTV-Kids and already has been placed among the Top 10 children's programs in that TV channel.

Pocoyo's entry in this market is an important reinforcement for the projection of the brand, since it entails an audience of more than 250 million children as well as one of the largest markets for selling licensing products, merchandising and multiplatform content.

Zinkia's presence in the Asian giant now gathers momentum, although in recent months the company has reached several commercial alliances and has launched various initiatives around the brand. An example of this has been the opening, last February, of the first "Pocoyo Indoor Park" in China, namely in the city of Shenyang.

### **Preview of the new season**

Also, and together with its new business plan, Zinkia shall be taking to the Cannes market a preview of Pocoyo's new season consisting of 26 episodes. The episodes will be released later this year through Youtube's global leading platform and will be available in several languages (Spanish, neutral Spanish, Portuguese and Brazilian) and in multiscreen format. Among the novelties of this production we find new storylines and characters.

Pocoyo is also starring the recently launched YouTube Kids app. The character, present on this platform through a network of 18 channels in 16 languages, has thousands of videos, five and a half million subscribers and a cumulative total of 7,900 million views.



**About Zinkia Entertainment, S.A. (Zinkia):**

Zinkia, rather than a producer of animation, is a creator of entertainment brands aimed at family audiences. The company is focused in the development of a 360 degrees marketing strategy around its brands. Zinkia is responsible for the direct marketing of its multiplatform content, operating licenses, content distribution and advertising. Zinkia has produced innovative and creative projects, including the preschool series Pocoyo™, which has received multiple awards, and the series Shuriken School, a success internationally. <http://www.zinkia.com/>

**Contacts:**

Elena Martínez

emartinez@roatan.es

Rocio Barrie

rbarrie@roatan.es