

**STUDIOCANAL UNVEILS NEW BRAND
STUDIOCANAL KIDS & FAMILY Ltd.
AT BRAND LICENSING EUROPE 2024**



STUDIOCANAL today unveils its new brand STUDIOCANAL KIDS & FAMILY Ltd., revealing a new logo which will be showcased at Brand Licensing Europe 2024. With STUDIOCANAL KIDS & FAMILY Ltd., the leading European studio demonstrates its ambition to strengthen its strategy around IP dedicated to kids and families and to clarify its expertise and experience in brand management.

STUDIOCANAL KIDS & FAMILY will continue to drive full-service IP development with strategic worldwide brand development, licensing, experiential and retail expertise under the leadership of Francoise Guyonnet, CEO STUDIOCANAL KIDS & FAMILY Ltd. Guyonnet was named CEO of The Copyrights Group in 2023.

CEO of STUDIOCANAL Kids & Family Ltd. Francoise Guyonnet comments: "Our new company brand "STUDIOCANAL KIDS & FAMILY" underlines STUDIOCANAL's commitment to building global brands around IP that truly resonates with kids and their families. The extensive experience and expertise of our entire team means we are able to frame innovative concepts to maximise all aspects of an IP's potential. Being part of CANAL+ Group is also a great opportunity to identify and develop new IPs globally, alongside STUDIOCANAL's catalogue of more than 9,000 titles. And of course, we are thrilled with the continuing development of our beloved Paddington's journey throughout the world and look forward to growing a line-up of exceptional IPs which we will announce very soon."

STUDIOCANAL KIDS & FAMILY Ltd. is a rebrand of The Copyrights Group which became a STUDIOCANAL company in 2016, following STUDIOCANAL's acquisition of The Copyrights Group and **Paddington™** IP. The company has long developed 360° strategies for brands and especially for the Paddington IP with STUDIOCANAL developing, producing and distributing the PADDINGTON film and TV series franchise. STUDIOCANAL KIDS & FAMILY owns and manages the Paddington™ IP and official stores.

With STUDIOCANAL's highly anticipated release of **PADDINGTON IN PERU** forthcoming (in cinemas in the UK 8 November 2024 and in the US via SONY 17 January 2025) STUDIOCANAL KIDS & FAMILY is launching a series of new licensed products that will allow fans around the world to bring a piece of Paddington's adventure home. The collaborations – to be announced – will launch across multiple territories spanning various categories including toys, apparel - with global high-street brands - publishing - with 4 new movie tie-in books by *HarperCollins Children's Books* - stationery, arts & crafts and more. Each carefully designed to capture the spirit of the film while appealing to fans old and new. An exclusive PADDINGTON IN PERU themed-product line will also be available at the long running [flagship store online](#) and in Paddington Station which will see a new pop-up installed in October of this year.

STUDIOCANAL KIDS & FAMILY continues to honour Paddington's legacy while embracing new opportunities for growth and global expansion. Recent notable collaborations include the **Jo Malone London x Paddington collection** beautifully curated around a marmalade inspired cologne accompanied by themed collateral available worldwide with spectacular stunts hitting South Korea, the UK and China alongside fully branded-shops and travel retail activations.

With over £2.5 million in ticket sales, the recently launched "**The Paddington Bear™ Experience**", developed by The Path Entertainment Group, is testament to the company's drive to progress the Paddington IP further into the experiential space.

2025 will welcome the launch of a large-scale play experience inspired by the STUDIOCANAL produced TV series "The Adventures of Paddington" in Hong Kong's largest retailtainment landmark 11 skies alongside the launch of **PADDINGTON: THE MUSICAL**, an upcoming stage musical developed by STUDIOCANAL, Sonia Friedman Productions and Eliza Lumley Productions on behalf of Universal Music UK, with Tom Fletcher of McFly attached to write the music and lyrics.

Always looking to innovate, STUDIOCANAL KIDS & FAMILY will also exclusively announce at Brand Licensing Europe 2024 its partnership with Player2 and Feenix Studio to develop and launch the **first Paddington game on Roblox globally**. It will be available to players worldwide, in 5 different languages, before the end of year.

The company continues to grow Paddington's global charity **partnership with UNICEF** to help raise vital funds for children in need. Since 2020, the successful fundraising product 'Paddington's Postcards' has launched across 11 markets raising millions for the charity.

In addition to Paddington, STUDIOCANAL KIDS & FAMILY is focusing on identifying and building out other new and existing Kids & Family brands with global potential. In 2023, STUDIOCANAL, MERCIS & SUPERPROD ANIMATION announced a new ambitious animated series of the worldwide renowned children's classic **MIFFY**. The series is in development with CANAL+ and will launch on the channel in 2025.

ABOUT STUDIOCANAL (a CANAL+ Company)

STUDIOCANAL, a 100% affiliate of CANAL+ Group held by Vivendi, is Europe's leader in production, distribution and international sales of feature films and series, operating in major European markets - France, United Kingdom & Ireland, Germany, Poland, Spain, and Benelux - as well as in Australia, in New Zealand and in the United States. It **finances, produces, and distributes 80 films per year**. It owns the largest catalogue in Europe and one of the most prestigious in the world, boasting **around 9 000 titles** from 60 countries, spanning 100 years of film history. Close to 25 million euros has been invested into the 4K **restoration of nearly 1 000 classic feature films** over the past 7 years. In addition, STUDIOCANAL also **produces almost 20 series each year** and operates at an international level by globally distributing its scripted productions and CANAL+ Originals (**2,000 hours** of current and library content in distribution). All productions take place directly through STUDIOCANAL entities or with its award-winning network of **14 production companies in Europe and in the United States**: BAMBU PRODUCCIONES (SP), BIRDIE PICTURES (UK), DINGIE (BE), LAILAPS FILMS (GER), OPUS TV (POL), RED PRODUCTION COMPANY (UK), SAM PRODUCTIONS (DEN), STRONG FILM & TELEVISION (UK), STUDIOCANAL ORIGINAL (FR), STUDIOCANAL SERIES (GER), SUNNY MARCH TV (UK), THE PICTURE COMPANY (US), URBAN MYTH FILMS (UK), 2E BUREAU (FR).

<https://www.canalplusgroup.com/en/group/studiocanal>

CONTACTS

STUDIOCANAL Kids & Family: Zoé Marty, zoe.marty@canal-plus.com

Corporate Communications: Elvire Charbonnel, elvire.charbonnel@canal-plus.com