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Licensing Link Europe to manage UK licensing for Pirata & Capitano

Groundbreaking new preschool animation arrives on Milkshake! block in the summer

Brand extension and strategy agency Licensing Link Europe has been appointed to manage UK licensing on behalf of brand owner Millimages for Pirata & Capitano, a preschool animation about two friends searching the seas for treasure that launches on Channel 5's popular preschool programming block Milkshake! this summer.

The 52 x 11 minutes series, co-produced by public national television broadcasters France Televisions and Rai of Italy, has enjoyed strong take-up in a number of major territories. Pirata & Capitano is already airing on France 5 and Tiji (pay TV) in France and on Rai TV in Italy. Other broadcasters showing or about to show Pirata & Capitano include SVT (Sweden), YLE (Finland), RUV (Iceland), TV3 (Spain), Gloob (Brazil), Al Jazeera (Middle East), Canal+ (Poland), Gulli Girl (Russia), ETV (Estonia) and LTV (Latvia).

Now Pirata & Capitano has been localised for a UK audience by BTI Studios (btistudios.com), one of the world's biggest media localization companies, providing dubbing, subtitling and access services in any language.

At the helm of her own ship, the Pink Skull, Pirata travels the Great Sea with her trusty crew in search of adventure. Her best friend Capitano, flies a red seaplane and joins them on their nautical explorations. Filled with adventure and humour, the series is an exciting quest for treasure, which also teaches viewers the importance of teamwork and friendship.

This delightful show offers a wide range of possibilities for licensing partnerships, notably in toys, gifts, stationery and publishing. Licensing Link will be discussing these and other opportunities with visitors to Licensing Expo in Las Vegas*.

Pirata & Capitano is fun, inventive and colourful. It's also groundbreaking. This is the first animation series to be fully produced in Global Illumination, using technology developed by Dwarf Studios – a process that models how light bounces off surfaces onto other surfaces (indirect light). Most animation only models light that hits a surface directly from a light source. The result of Global Illumination is cartoon lighting that is more realistic and lifelike.

Ian Wickham, Director, Licensing Link Europe, says: "Pirata & Capitano is already gaining a strong following in a number of territories and, with its arrival in the Milkshake! block, is certain to do the same in the UK. With its vibrant

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imagery, beautiful high definition animation and fantastic storylines, we are sure its licensing performance will mirror that popularity. We are absolutely thrilled to be working with this great show from one of the major players in European entertainment.”

Info on MILLIMAGES

Founded in 1991, Millimages is a European leader in the children’s entertainment industry. Best known for its creative designs and high-quality properties, the company is recognized as a predominant producer with an acclaimed catalogue of over 1 000 hours of animated TV series and feature films. Millimages is a fully integrated company with its own worldwide Distribution, Merchandising and New Media divisions.

About Milkshake!

Channel 5’s Milkshake! is home to some of the world’s favourite pre-school characters. Channel 5 broadcasts 24 hours of children's programmes every week and 2017 was Milkshake!’s best year ever for share amongst Kids 4-15 and Adults 16-34. There is a range of stimulating and engaging programmes that include strong story led animation, genuine documentaries for pre-schoolers and presenter led high quality musical entertainment. Milkshake! is on air from 0600 - 0915 every weekday and 0600 - 10.00 on Saturday and Sunday. Popular shows during the pre-school block are Ben and Holly, Digby Dragon, Nella the Princess Knight, Noddy: Toyland Detective and PAW Patrol. For further information visit www.milkshake.tv.

About Channel 5

Channel 5 launched as Britain's fifth public service channel in March 1997 and has been owned by Viacom International Media Networks since September 2014. Channel 5, 5STAR, 5USA and Spike reach 4 in 5 of the UK viewing public each month with a broad mix of popular content for all the family across entertainment, documentaries, sport, drama from the UK and US, films, reality, comedy, children’s and news. My5 is a new service allowing viewers to watch content online for free from Channel 5, 5STAR, 5USA, and Spike.

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