



BIPLANO PARTNERS WITH MGA

Biplano has joined forces with MGA Entertainment to manage the licensing rights of Bratz, Lalaloopsy and Little Tikes.

This agreement aims to generate new licensing projects as well as promotional initiatives to grow the footprint of the brands in both Iberia and France.

PUPPY IN MY POCKET SET TO AIR ON BOOMERANG

MEG Toys has announced a deal with Cartoon Network to see Puppy In My Pocket Adventures in Pocketville broadcast in the USA on Boomerang.

The new agreement with Cartoon Network marks an expansion of the Adventures in Pocketville relationship with Turner Broadcasting into the United States, and extends the show's reach beyond broadcasts already underway across Europe, the Middle East, Africa, and Pan-Asia on Turner platforms.

The toy line, based on the television series, will be distributed in North America by Jakks Pacific Inc and will feature collectible figures, accessories, play sets and plush, which are expected to begin shipping to retailers nationwide in Spring 2012. North American merchandise licensing and promotions for the television series is represented by Licensing Works!

Joe Morrison, CEO of MEG stated, "We are very pleased with the expansion of our relationship with Cartoon Network into the United States and for Puppy In My Pocket Adventures in Pocketville to air on Boomerang. The addition of the powerful reach of Turner Broadcasting in the US will surely make the series a children's broadcasting success worldwide."

2DREAM LAUNCHES SUBSIDIARY SQUARE LICENSING

2dream Licensing has announced the launch of Square Licensing, a newly-formed licensing agency dedicated to Luv Me Buddies, with offices in London, Paris and Hong Kong.

Armelle Madelin, commented, "Square Licensing is a joint venture company held between 2dream and toy and retail experts, the combined talents and experience of which will have great strength in the toy and retail sectors. Reaction to the launch of Luv Me Buddies has been so strong amongst licensees and retailers that it makes sense to form a company dedicated to the brand and its characters."

Square Licensing, overseen by 2dream, will manage licensing rights for Luv Me Buddies and Luv Me Baddies in mainland Europe and Southeast Asia (China, Hong Kong, Taiwan, Macao, Singapore) and is expected to announce deals with major pan-European & Chinese retailers shortly.



ROBERT GILBY APPOINTED MANAGING DIRECTOR, DISNEY, SOUTH EAST ASIA

The Walt Disney Company has announced the appointment of Robert Gilby as Managing Director, The Walt Disney Company South East Asia.

In this newly created role, Gilby will be responsible for driving the company's strategy, coordinating and leading all Disney business divisions, overseeing Disney global franchises, expanding existing businesses and seeking out new business opportunities across the region with a focus on Singapore, Malaysia, Indonesia, Thailand, the Philippines and Vietnam.

"Expanding our brand internationally is the cornerstone of our company's growth strategy," said Andy Bird, Chairman, Walt Disney International. "By creating a fully integrated business across this dynamic region we will be able to harness the market opportunity and deliver on strategic priorities generating significant growth for the company. Robert's track record in the industry makes him the perfect person to lead the team."

Gilby will also continue in his current role of Managing Director, Disney Media Distribution Asia Pacific.

AUSTRALASIAN PARTNERS FOR REDAKAI

Marathon Media in Paris, part of Zodiak Kids, has announced new partners in Australia and New Zealand for Redakai: Conquer the Kairu, including Stella Projects, Moose Toys, Network Ten, and Magna Home Video.

The Redakai cross-platform plan will kick off on Network Ten's Toasted block early this year, providing a solid TV presence for the property.

The television launch will be followed by a DVD release in mid-2012 by Magna Home Video, one of Australia's leading home entertainment distributors.



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