

Press Release 03 April 2006

LION TELEVISION LAUNCH NEW CHILDREN'S DIVISION AT MIP

Multi-award winning UK indie **Lion Television** have today announced the formation of a new children's programming division headed up by acclaimed children's television producer, **Karl Woolley** (co-creator of *The Tweenies*). Karl assumes the role of *Head of Children's Programming* and will run the division from Lion's London offices.

Today's major announcement not only establishes Lion's firm commitment to children's programming, it also cements Lion's reputation as the UK's most creative and diverse indie. Creators of some of the world's best-selling entertainment formats, Lion Television have become one of the leading producers of high quality programming across a wide range of genres.

The division is already developing a raft of factual and entertainment programming formats for children, which will be showcased at MIP. Highlights include: *Click City*, an interactive mobile phone gameshow where experts test the knowledge of two teams of kids, who 'click' their discoveries by mobile back to a studio; *Space Pirates*, a virtual reality, live-action adventure game format; *Thought Court*, featuring a children's jury who have to pass judgement on a fictional case or moral dilemma; and *The Antics Roadshow* - a cast and crew spend a week in a town unearthing the area's funniest and quirkiest kids, culminating in a live Saturday morning 'madfest'.

One of children's television's leading programme-makers, former MD of children's indie Tell-Tale Productions, KARL WOOLLEY is best known as one of the team behind *The Tweenies* (BBC, BBC Worldwide) and was a key force behind its worldwide success. With a background in theatre and television as an actor, director and presenter, Karl also developed *Boo!* for Universal and *BB3B* (BBC), and is a member of BAFTA's prestigious Children's Committee.

Richard Bradley, joint-MD, Lion Television says: "This is a really exciting diversification for Lion and we are thrilled to be unveiling the new children's division at this year's MIP. The growth of the children's international programming market represents a significant new opportunity for us to utilise our creative talent and knowledge of formats in this challenging genre. Karl is truly an expert in the field, and we are delighted to have him on-board."

Karl Woolley, Head of Children's Programming, Lion Television says: "I am absolutely delighted to be heading up Lion's children's division. They are widely recognised as one of the UK's most creative indies, and I look

forward to working with them to produce innovative, educational and ultimately entertaining children television.”