

FISH TALE DEALS



Southern Television's

Media has inked a raft of deals, including the sale of Million Dollar Home from New Zealand's Southern Television. An observational documentary about fishermen racing to catch crayfish in the waters of New Zealand. With a tonne costing \$10,000, the crayfish are worth a fortune in gold.

continues the positive relationship we've had with the company," said Philip Smith, managing director of Great Southern Television. All3Media has also pre-sold Million Dollar Home to several territories, including France and Australia.

company has also pre-sold the television series Cleopatra: The Story of A Killer, to French television as a spin-off Planete.

Multimedia wildlife venture is a natural selection for kids

OLD MEDIA can learn new tricks, according to Ladislav Svestka, CEO of the Czech Republic's KM Plus Media. The company was formed only last month to become the international distribution arm of KM Records, which had been focused on producing and distributing DVDs and books. The company has an extensive portfolio of wildlife, travel, children's, entertainment and lifestyle programmes, including Bravo Chef, in which culinary masters from various countries explain how to cook their favourite dishes.

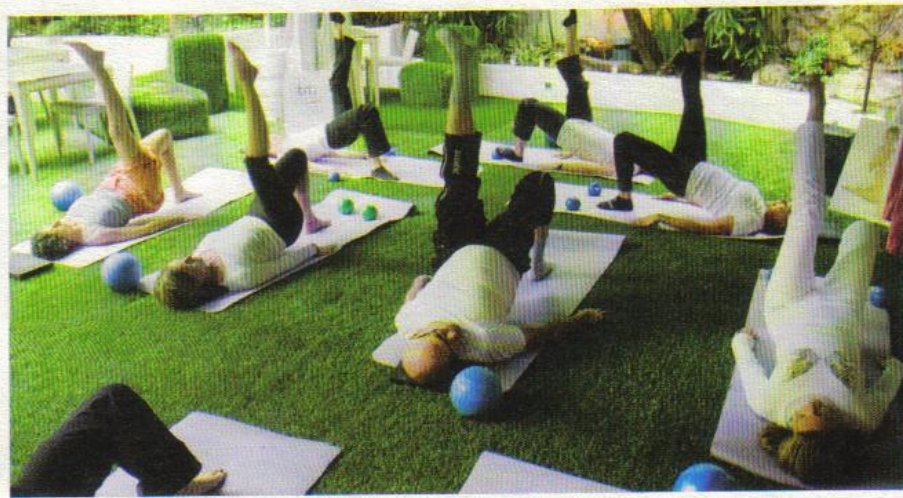
But most successful has been My Animal Family, which is being sold in the US by Wal-Mart children's outlets. "It is a book with a DVD which has a 15-minute film about the animal concerned, made with footage from the BBC Motion gallery,"



KM Plus Media's Ladislav Svestka (left) and Jean-Louis Cornu

Svestka said. "There is also a secret code in the book which when entered on a computer takes the child to a website where they can play educational games about the animal.

Sales manager Jean-Louis Cornu added that the games enabled players to score points and win virtual tools such as binoculars which help observe the animal's environment.



YOGA and wellness channel, Body in Balance, organised a pilates class at a hotel in Cannes, to celebrate its agreement with Rough Trade Distribution, who will distribute its DVDs in Germany, Austria and Switzerland.

HIT hits it off with Imira in Iberia

HIT ENTERTAINMENT has appointed Spanish production and distribution company, Imira Entertainment, to represent the company's TV rights catalogue and home entertainment distribution in Spain and Portugal. Imira Entertainment will now act as the key licensing agent for TV rights across HIT's pre-school shows, including Thomas & Friends

and Bob The Builder, in the Iberia region. Imira Entertainment will also act as licensing agent for Fireman Sam, Angelina Ballerina and Barney home entertainment releases.

Christophe Goldberger, head of distribution and marketing at Imira Entertainment, said: "We are focused on positioning ourselves as a specialist third party rights representative for

the region and this deal underscores that objective."

"These two territories represent important and strategic markets for HIT Entertainment," said Wayne Dunsford, vice-president television distribution, EMEA. "We look forward to expanding our broadcast footprint and home entertainment distribution and taking our brands to a new audience."