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PGS ENTERTAINMENT TIPS OFF ALIEN DUNK WITH TF1 AND VICTOR WEMBANYAMA



PGS Entertainment, a leader in children's animation, announced ***Alien Dunk***, a new animated series commissioned by **TF1**. At the heart of the series is **Victor « the Alien » Wembanyama**, whose charisma and unique playing style have inspired the show's main character.

Blending comedy, sci-fi and sports in a sitcom-inspired format, *Alien Dunk* follows Victor and his sister Eve as they join a team of misfit aliens to compete in the Starball League — an intergalactic version of basketball and the last resort to preserve peace in the universe. The show mixes high-energy matches with humorous, character-driven stories, offering a fresh and original take that appeals to both sports fans and animation audiences.

To capture his presence on screen, Wemby, represented by sports agency ComSport (Bouna Ndiaye & Jérémy Medjana), has taken part in select creative sessions with the production team, including a dedicated motion capture shoot to reproduce his signature moves and posture. These contributions ensure that the animated character reflects his authenticity, while positioning him as the central figure of this ambitious new franchise.

Planned as a **26x22' series**, *Alien Dunk* is created by Rémi Guérin (*My Dad the Bounty Hunter*), Christophe Fossard and Audrey-Anne Bazard (*Creature Cases*). Animation will be **produced by STIM Studio**, whose credits include *The Wild Robot*, *Garfield*, and *Tom & Jerry*. The show is designed from the outset as a 360° property. In addition to the animated series, an extensive transmedia universe is in preparation, spanning webtoons, publishing, video games, and interactive experiences. A dedicated Discord server will bring fans together and build a community around the brand. This strategy aims to connect with fans across multiple platforms, extending the reach of the brand far beyond television.

In France, **TF1 Licensing** will oversee the consumer products program, spearheading local partnerships and retail activations to leverage the series' momentum on TF1.

To date, Victor Wembanyama has been nothing short of a global sensation. Named NBA Rookie of the Year, he also holds the title of the most watched NBA video of all time. Beloved by young fans, he has consistently ranked as one of the most selected players on NBA 2K, reinforcing his unique place at the crossroads of sports, entertainment, and youth culture.

« Victor is an 'alien' not only for his exceptional athletic abilities but also for the positive values he embodies off the court. These qualities make him a natural animated hero and the perfect centerpiece for *Alien Dunk*. His involvement gives the series a unique authenticity, and we are genuinely excited to bring this new universe to life. » said **Philippe Soutter, Co-founder of PGS Entertainment**.

« I'm thrilled to be part of *Alien Dunk*. Seeing myself animated is an incredible experience, and it brings together two things I love: basketball and space. The most exciting part is creating a universe for kids to enjoy, filled with fun, imagination, and inspiration for young fans all over the world. » **Victor Wembanyama** said.

Yann Labasque, Director of Youth Programming at the TF1 Group: "We are particularly excited about launching this innovative project with PGS Entertainment. This series promises our young audience incredible adventures filled with action, sport, and science-fiction in a very rich and exciting universe. Victor Wembanyama, the ambassador of the series, is an iconic figure in global basketball, who embodies the values of dynamism and inspiration that we aim to convey to our TF1 viewers."

"At STIM, we are thrilled to be part of the *Alien Dunk* adventure. Collaborating with Victor, his team, and our partners at PGS is truly a privilege. Working with someone as passionate and dedicated as Victor pushes us to surpass ourselves, and we are convinced that *Alien Dunk* will leave a lasting impression." **Felix Ferrand, Chief Executive at STIM Studio**.

About TFOU

A favorite destination for kids under 10, TFOU, TF1's children's slot, achieved excellent performances in 2024, reaching a leading average of more than 23% viewing share. TFOU offers a rich programming slate of animated series including literary adaptations, acquisitions and original creations. Since January 2024, this newly extended schedule of 1500 hours has been available across multiple channels on TF1, TFX as well as on the free streaming platform TF1+. Thanks to this growth, TFOU continues to reach a wide audience and maintain its excellent performance with children.

Source: Médiamétrie – Average Audience Share except summertime, 2024.

About PGS Entertainment

PGS Entertainment is part of The PGS Company, a privately owned group specialized in the management and global expansion of creative IPs. With deep expertise in financing, production, marketing, and international distribution, PGS Entertainment focuses exclusively on premium children's content. For over 15 years, PGS has established itself as a trusted leader in children's entertainment through successful partnerships with top brands such as *Alvinnn!!!* and *the Chipmunks*, the #1 show of the decade in Europe, *Miraculous Ladybug*, with over \$1 billion in global retail sales, and *The Jungle Bunch* an Emmy-winning franchise.

www.pgsentertainment.com

About STIM Studio

STIM Studio is a 3D animation and VFX company delivering premium content for film, television, and advertising. Founded in 2019 by Félix Ferrand, Jordan Soler, and Benoît Crunelle, the studio has quickly grown into a full-service partner, handling projects from development to final delivery. With studios in France, Belgium, and Canada, STIM has built its reputation working on global projects such as *The Wild Robot*, *Garfield*, *Astroboy*, and *Karters*.

www.stimstudio.com

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DIRECTION DE LA COMMUNICATION
Cécile GERARD - cgerard@tf1.fr

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