



**“THE SMURFS”
ANIMATED SERIES SOON ON TFOU**



The **SMURFS**’ fans will soon be thrilled. TFOU, TF1’s children’s slot, is working with **Dupuis Edition & Audiovisuel** and **Peyo Productions** on a 3D-CGI animated series (11’ format) designed for kids from 5 to 10 years old, and based on Peyo’s creation.

“We are proud and delighted to welcome The Smurfs on TFOU for exciting new adventures, each one funnier than the last. This adventure comedy series fits very well within our programming schedule. The universe of the little blue fellows, with their unique way of talking, perfectly matches TFOU’s playful and mischievous tone » explains **Yann Labasque**, Head of Youth Programmes for TF1. « Ultimately, we wish to give the series a coherent and powerful exposure on all of our platforms. By doing so, the TF1 group acts as a unique and strong sounding board serving the franchise, whose license is already managed, on the French market, by our subsidiary TF1 Licences. “

According to **Léon Perahia**, Administrator and Deputy Managing Director of Dupuis Edition & Audiovisuel: « Our collaboration with Peyo, creator of these characters, goes back to the first publication of their stories in Spirou magazine, 60 years ago. Hanna Barbera's production of a TV series followed with several highly successful seasons. For this reason, we're excited to continue this great adventure by co-producing new episodes adapted from this wonderful universe ».

Véronique Culliford, president & founder of Peyo Productions and I.M.P.S (Distribution Company) and Peyo's daughter adds "I am very happy to once again be able to continue my father's work by co-producing a new TV series about the Smurfs, almost 40 years after the universally known series. You will discover Smurfs in "3D-CGI", as in the last movie (The Lost Village, 2017), with lots of fun, humor and adventures full of twists. I'm convinced that our partners in this co-production are the best players in the market, and that the Smurfs will continue to delight all generations for decades!"

About TFOU

A favorite destination for kids under 10, TFOU, TF1's children's slot, broadcasts 750 hours of programming a year, with over 75% of works from Europe, including cartoons, shorts, magazines, games, events and more... By far the leader in youth offerings on the French market, TFOU finished the year in 2017 with excellent performances, with on average an audience share of 24.3% among 4/10 year olds (Source Médiamétrie).

About Dupuis Publishing & Audiovisual

Dupuis Audiovisuel, created in Paris in 1990, is a recognized and experienced actor in the production of animated works, and in particular, the audiovisual adaptation of works published in comics. Among these, we find Spirou, Little Spirou, Cedric, Little Fury, etc. Dupuis Audiovisuel is a subsidiary of the Media Participations Group, a major player in the publishing and audiovisual sector.

About Peyo Productions

Company under Belgian law belonging to rights holders with the purpose of the (co) audiovisual production of the work of Peyo (The Smurfs, but also Benoit Brisefer, Johan and Peewit among others)

About IMPS

International Merchandising Promotions & Services is the company that operates the commercial activity of Peyo's work including the distribution of audiovisual productions and all licensed rights such as bookpublishing, merchandising and promotions, as well as exhibitions, theme parks and live shows.

