

**HERE IS (AGAIN) THE STAR, IT'S BARBAPAPA...**  
**TF1 AND NORMAAL LAUNCH THE PRODUCTION OF**  
**« BARBAPAPA », NEW ANIMATED SERIES 52x11'**



On the occasion of the MIFA 2017, TF1 and NORMAAL announce the production of « **Barbapapa** », new 2D animated series of 52x11', after the famous characters created by Annette Tison and Talus Taylor, written and directed by Alice Taylor and Thomas Taylor.

Following the 250 successful children's books edited since the 1970's and the cult series created in 1974, kids aged 3 to 6 will discover the extraordinary and colourful adventures of their favourite family \_ Barbapapa, Barbamama and their seven children \_ on TFOU.

« We are delighted to welcome this new animated series on TFOU, whose universe corresponds most closely to ours. We expect new and beautiful great stories on this very special family and the defence of simple values we like such as joy, creativity, ecology and tolerance » explains Yann Labasque, director of TF1's Youth Programmes. « TF1 group has been Barbapapa's historical partner for years as broadcaster, as distributor of original seasons or as licensing agent. Barbapapa series are regularly scheduled on TFOU and meet also a large success on our digital ecosystem either on MyTF1 or on TFOUMax. With this new series, we will conquer a new children's generation ».

« We are really glad to sing "*Here's again the star, it's Barbapapaaaa!*" . This new animated series signs the great return of the most iconic family, childhood's accompanist since 1970. We are also pleased with the support from TF1 group, as key partner of this French monument of the worldwide popular culture. This is the perfect time for the Barbapapa to express their values – such as ecology – and their big smiles, to the new kids of the world » says Alexis Lavillat, N O R M A A L animation producer and founder. « The new series will be produced with great respect of the original work, in partnership with Alice and Thomas Taylor, children of the creators. »

Agent of Barbapapa for more than 15 years, TF1 Licensing has created a community of creative partners developing products and communication based on this iconic character, now considered an evergreen and famous license. Its graphic design and shared values have emphasized the property's unique and universal scope. Following Barbapapa's long success in Japan, TF1 Licensing is also developing the brand in South East Asia where over 30 licensees have already been seduced by Barbapapa and the brand's multiple dimensions: from a gentle and childlike universe to a more vintage and trendy side.