

[20.04.20] **PRESS RELEASE**

« AZURO & THE DRAGON SQUAD »

IN DEVELOPMENT WITH LA CHOUETTE CIE

TFOU, TF1's children slot, announces an agreement with La Chouette Compagnie for the development of « AZURO & THE DRAGON SQUAD ».

Adapted from the eponymous children's albums, created by brothers Laurent Souillé and Olivier Souillé, illustrated by Jérémie Fleury edited by Auzou Publishing, this new animated series (52x13'), mixing comedy and adventure, will be produced for kids aged from 4 to 7.

International distribution will be entrusted to Newen Distribution.



Azuro, Oria and Vermillon form a dragons' squad, an elite fire department specialised in rescue and assistance of fantastic creatures of all kinds. Every day, the three friends stand ready to leave their firehouse and help all distressed monsters. But, the three dragons are still only apprentices and their missions never happen as expected...

Yann Labasque, director of TF1's youth programmes

« At first reading, we've been moved by the stories of Azuro, edited by Auzou Publishing. A real crush. Azuro is a young dragon rejected by his peers because he's blue and doesn't breathe fire... but water! But this situation may be a good opportunity for him to overcome this difference. This character will gradually shift to a hero finding his way and becoming lifesaver with his friends. With this new animated series led by La Chouette Cie, children will discover tender, funny and moving stories. »

Mariam Hachmi & Sylvain Dos Santos, Producers - La Chouette Cie

« Azuro is an extraordinary and inspiring character, as shown by the thousands of readers captivated by the little blue dragon over the past years. Like many others before us, the Chouette Cie team has fallen under his charm. We have been deeply moved by his story, his courage, and his kindness, and have enthusiastically decided to work on the animated adaptation of the book series. We are incredibly proud and happy to engage in this adventure alongside Yann and the TFOU team! »

Adélaïde Quiblier, Head of Diversification – Auzou Publishing

« We are very happy about this new development which wouldn't have been possible without the amazing work of La Chouette Cie. Azuro is a key character for Auzou Publishing and our aim, with the producer and TF1, is to create an iconic hero for the next generation of kids. »

Malika Abdellaoui, Managing Director - Newen Distribution

« We are delighted to be strengthening our partnership with La Chouette Cie and TF1 with the development of Azuro: a unique animated series that features a one-of-a-kind hero and promotes values such as sharing and caring with humour and tenderness. This wonderful new series will be filled with heart-warming stories that introduce young viewers to a colourful cast of characters they will readily identify with, guaranteeing it broad international appeal. With that firm conviction, we are pleased to be joining the project at this early stage, and will soon be looking for pre-financing partners. »

About TFOU:

A favourite 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 literary adaptations, acquisitions and original creations. By far the leader in youth offerings on the French market, TFOU achieves excellent performances, with on average an audience share of 25.1% among 4/10-year olds. Source Médiamétrie – Average audience share for 2020 as of April 12th 2020 (consolidated audiences as of April 5th 2020).

About LA CHOUETTE CIE:

Found in 2015, La Chouette Compagnie develops and produces animated series for all the family, in partnership with major French and International animation players. Its line-up includes several series, amongst Bapt & Gaël (16x7'), Kev's World (52x13'), Droners (26x26') or Imago (26x26').



LE GROUPE

About AUZOU PUBLISHING:

Auzou Publishing has a huge catalogue of more than 1500 products divided into several areas: preschool, illustrated albums, educative contents, novels, activity books, games and Art&craft. Auzou Publishing first big success started in 2009 with its Wolf character, now an evergreen brand in the youth book field: more than 7,5 million books have been sold up to now. Auzou Publishing is today the fourth French kids publishing company and remains independent

**Source: Panel Gfk youth Books – end of Dec. 2019*

About NEWEN DISTRIBUTION:

Newen Distribution is a major player in the global distribution of audio-visual content. Its broad multi-genre catalog includes fiction, animation, documentaries and formats sold in over 130 territories worldwide, to the key players in every sector, from public and private TV networks to digital platforms.