

Blue Spirit, Atomic Cartoons, Milkcow Media, TF1 and Newen Connect unveil new animated series development, *Action Rabbits* at Kidscreen Summit



French animation producer Blue Spirit (Newen Studios group) and North American animation producers Atomic Cartoons and Milkcow Media, along with European distributor Newen Connect (Newen Studios group), are bringing high-energy adventure to Kidscreen Summit (February 9 to 12, 2025) for TF1 with the next successful rescue mission upper preschool show, *Action Rabbits*. This exciting high-quality 3D CGI series is currently in development and set to captivate young audiences. Created and co-produced by Alexander Bar/Milkcow Media (*Ricky Zoom, Mike the Knight*), the 52 x 11' series is a thrilling blend of action, humor, and teamwork, aimed at kids ages 4 to 7.

Set on the vibrant and mysterious Hoppity Island—home to towering volcanoes, lush jungles, and ancient temples—*Action Rabbits* follows four brave bunny best friends, Dutch, Harley, Rush, and Mash. Always ready to leap into action, this dynamic rescue team uses their unique skills and high-tech gear to save the day, even when dealing with mischievous troublemakers.



Sylvie Mahé (Blue Spirit Producer) said: *"We are very proud to present this new development, which has mobilized the amazing energy and enthusiasm of teams on both sides of the Atlantic, thanks to all".*

Yann Labasque, Head of TFI Group's Youth Programming added: *"We are delighted to confirm the development of a new animated series with Blue Spirit, Atomic Cartoons, and Milkcow Media, and to soon welcome Action Rabbits on TFOU and TFI+. This original "rescue" creation promises to be as popular as other major productions of the genre broadcast on our channel. We look forward to sharing the thrilling adventures of this elite all-terrain rescue team with our young audience."*

"We're thrilled to bring Action Rabbits to life with TFI," added **Aaron Behl, SVP of Atomic Originals**. *"Partnering with creator Alexander Bar and Blue Spirit Productions, we've crafted a show that blends adventure, heart, and comedy, designed to captivate and excite young audiences. We can't wait to share it with the world!"*

Alexander Bar (Milkcow Media) said: *"We've had a blast crafting Action Rabbits into the perfect mix of adventure and comedy with a whole lot of bunny business. Now it's time for our four carrot-nibbling heroes to take tropical island life from chill to thrill with a cast of wacky characters that will have kids everywhere hopping back for more!"*

Co-produced for TFI by Blue Spirit Productions (Newen Studios group) and Atomic Cartoons, distributed by Newen Connect (Newen Studios group), *Action Rabbits* joins the wave of premium animated content debuting at Kidscreen Summit, where broadcasters and buyers will get a sneak-peek at this energetic new rescue series.

"No matter where they live, kids love characters they can relate to, a sense of team spirit, audacity, funny villains, fun, and gadget-packed action," said **Jérôme Alby, SVP Kids & Family at Newen Connect**. *"Thanks to the creative talents of Alexander Bar/Milkcow, we're confident Action Rabbits will find a special place in the hearts of kids all over the world. Action Rabbits is the perfect rescue show packed with comedy that international broadcasters are looking for and we look forward to introducing this stand-out series to broadcasters and platforms across international markets."*

With its adventurous spirit, *Action Rabbits* delivers fast-paced, feel-good storytelling that encourages teamwork, problem-solving, and courage. Audiences



will quickly recognize and rally behind the show's signature call to action: "Action Rabbits, let's hop & go!"

About TFOU

A favorite destination for kids under 10, TFOU, TF1's children's slot, achieved excellent performances/results in 2024, reaching a leading average of more than 21% 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 1400 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, 2024.

ABOUT ATOMIC CARTOONS

Atomic Cartoons (A Thunderbird Entertainment Company) is an internationally renowned, award-winning animation studio with offices located in Vancouver, Ottawa and Los Angeles. We are known for our artist-driven culture that attracts, retains and promotes the best talent in the business. Atomic develops and produces high-end animated content that spans preschool, comedy, action-adventure, adult and commercial genres, and everything in between. And we have developed a stellar global reputation for our ability to translate big brands like LEGO, Star Wars, My Little Pony, Cocomelon and many more into top-notch animation, while also developing high-quality original Atomic productions including MERMICORNO: STARFALL, THE LAST KIDS ON EARTH, ROCKET SAVES THE DAY,, SUPER TEAM CANADA and THE DAY YOU BEGIN, which is currently in production. Atomic is a certified B Corp and a B.C. Benefit Company. For more information, visit www.atomiccartoons.com.

ABOUT MILKCOW MEDIA

Milkcow Media, founded 2016, is an independent, Toronto-based media company specialising in the creation, development and production of original kids' and family content, having produced *Wolf Joe*, *Piper's Pony Tales* and more recently, *Polly Can Do* which is set to launch in Spring across Canada.

ABOUT BLUE SPIRIT

Blue Spirit (Newen Studios group), established in 2004 in Paris, France, is renowned for its post-production of films, videos, and television programs. As a producer and



animation studio, they've crafted animated series and films, handling everything from pre-production to image editing in their studios across Paris, Angoulême, and Montreal. Their subsidiary, Blue Spirit Productions, has been active since 2005, producing notable works like *The Mysterious Cities of Gold*, *Alice & Lewis*, *Luna and Loops:Kart Challenge*, *The Borrowers* and *My Life as a Zucchini...* The studio collaborates with various French and international partners, boasting over 40 animated series and films since its inception. Their recent highlights include the Marvel series *What if* and *Blue Eye Samurai* for Netflix.

ABOUT NEWEN STUDIOS

Newen Studios, a subsidiary of the TFI Group, is one of the leading film and TV production and distribution businesses in Europe, with over 50 production companies and labels.

Located in many territories in Europe, America and Canada, Newen Studios has expertise across all areas of AV production and covers all the major fiction and non-fiction genres including high end and continuing drama, documentary and magazine programming, animation, entertainment, and cinema, delivering high impact programming that delivers millions of viewers and users to broadcasters and digital platforms.

Newen Studios also boasts one of the richest catalogues of film and TV rights in France and Europe, while its distribution subsidiary, Newen Connect, exports its programmes to audiences Worldwide.