



BING ON THE UP IN BENELUX WITH NEW LICENSING AND BROADCAST DEALS

London, 24 September 2020. Acamar Films' hit pre-school show Bing is proving a huge success in the Benelux region and its growth is set to soar even further, with a new raft of licensing and broadcast deals announced today. This follows the recent news that Acamar Films has signed on leading Dutch theatre production company Trend Media to bring Bing to life on stage in the Netherlands and Belgium for the very first time.

In a new broadcast deal, Ketnet (the current broadcaster of Bing in Belgium) has purchased the rights to the newest series of Bing, Series 4. The 26 episodes will be in Flemish with a premiere date to be announced. In the Netherlands, all 104 episodes of Bing Series 1-4 are already available on NPO Zappelin.

Thanks to Acamar Films and its Benelux agent License Connections' dedicated focus, Bing is enjoying rapid growth and momentum. Following the success of the core toy launch in AW 2019, Bing's Homeware, Publishing and Toy & Games ancillary categories have expanded with new and extended licensing deals.

The new partners are John, Big Balloon and Mepal, with John's toy range including Bing playing balls due to launch SS 2021 and Big Balloon launching Bing magazines in Q4 2020. Mepal is the #1 brand and market leader in Benelux for melamine lunchboxes and drinking cups and will launch the Bing collection in AW 2020.

Meanwhile, existing partner TM Essentials, with their #1 brand Totum, have extended their current Bing range with new wooden toys, puzzles and car accessories launching AW 2020.

These deals are in addition to current partners Vadobag for bags and Aymax for bedding who have been on board since the beginning of the Bing licensing programme in the Benelux region.

Spectron, the local distributor for Golden Bear, have increased their listings to include Belgium following the huge success of the AW 2019 and SS 2020 launches in the Netherlands, where all toy products sold out within a few weeks. Spectron will be TV advertising to support the AW 2020 range.

John Boeyen, Owner/Managing Director, Spectron, said: "For us, Bing is the fastest growing pre-school brand in the Benelux region. Our toy range was a huge hit in the Netherlands and we are excited to be bringing them to Bingsters in Belgium this autumn, where we are sure they will prove just as popular."

Daphne Kellerman, Founder of License Connection, said: "We are thrilled with the growing success of Bing in Benelux. Bing has really established itself in our local market and has been embraced by both retailers and consumers. We look forward to working very closely with the Acamar team and our local licensees over the coming months, with a particular interest to develop Health & Beauty, Electronic Learning and Wheeled products."

Acamar Films will be exhibiting, with a virtual Bing booth, at the Festival of Licensing during the European-focused week, 6-8 October 2020. Search for "Acamar Films" or "Bing" in the exhibitor directory.

For further information, please contact:

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About Bing:

Produced by Acamar Films, with Dublin-based studio Brown Bag Films, Bing has seen extraordinary success since it launched in the UK in 2014, winning the International Emmy for Best Children's Programme, the Writer's Guild Award for best writing in a children's programme, and a BAFTA nomination for best children's programme. Adapted specially for television, from the original books by Ted Dewan, Bing celebrates the joyful, messy reality of pre-school life and finds the big stories in the little moments. Bing is broadcast in 130 territories worldwide and continues to 'move and delight' Bingsters and their grown-ups through an increasing range of award-winning films, books, magazines, apps, consumer products, digital, live shows and cinema experiences.

www.bingbunny.com

About Acamar Films:

Acamar Films is an independent production company based in Camden in London which produces, distributes, markets and licenses its international award-winning pre-school animated series Bing. The company was founded in 2005 to create and produce film and television projects to "move and delight audiences worldwide". Its CEO Mikael Shields has over 30 years' experience and an international reputation for identifying, developing, financing and producing a wide range of hit film and television projects including Nick Park's Oscar winning Wallace & Gromit, the global phenomenon that is Pingu, BAFTA winning Hilltop Hospital, the multi-award winning Flatworld and Aardman Animation's Rex The Runt. Other projects include Noddy, Funny Bones, Operavox, The Animals of Farthing Wood, Narnia, The Borrowers, Pond Life and LAVA LAVA. Mikael has led multi-award-winning creative teams in senior roles at the BBC, EVA Entertainment, Pearson Television, Atom Films, Ealing Studios and now at Acamar Films. Visit us at www.acamarfilms.com