



## **Multiple Licensing Agents Appointed for *Totally Spies!***

-The latest partners for the globally loved brand will cover  
Benelux, Brazil and the Nordics-

**London, Thursday 21 March 2024:** Banijay Kids & Family, the global leader in children's entertainment, behind hit shows such as *Mr Bean: The Animated Series* and *Shasha & Milo*, today announces the appointment of three licensing agents for the iconic franchise *Totally Spies!*.

The hit series makes its anticipated return to screens later this year, with a seventh season airing on M6/Gulli (France), Discovery Kids LatAm, and across EMEA and the U.S. with Warner Bros. Discovery. License Connection will manage licensing deals across Benelux, Lotus Global Marketing will represent the brand in Brazil, and LIT Licensing Agency will cover the Nordics.

First launching in the early 00s, *Totally Spies!* hooked a generation of fans with its iconic aesthetic and powerful female leads. The international licensing programmes will cater to both the existing adult audience and the 6-9-year-old target audience of the new series.

**Roubina Tchoboian, Head of Global Licensing at Banijay Kids & Family, say:** "*Totally Spies!* already has a significant fanbase and there is huge potential for dynamic, original and exciting brand extensions. It has already been generating significant interest from the licensing industry, and with License Connection, Lotus Global Marketing and LIT Licensing Agency in place, we are in a great shape to roll-out our ambitious, long-term licensing programme."

The news follows the recent appointment of Bulldog Licensing to represent the *Totally Spies!* brand in the UK, where it will initially have a strong focus on the

adult nostalgia market, across multiple categories, including apparel, fashion accessories, tech products, health & beauty, and stationery.

Banijay Kids & Family's collective of first-class producers and talent is behind some of the biggest kids brands in the world. As brand builders and experts at amplifying IP, it delivers creative and impactful 360 brand strategies for its shows.

Led by Benoît Di Sabatino, Banijay Kids & Family is part of media and entertainment powerhouse Banijay.

**-Ends-**

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**About Banijay Kids & Family**

A global leader, Banijay Kids & Family is the dedicated division for children's entertainment at media and entertainment powerhouse, Banijay. With world-class production, distribution, marketing, digital, licensing and merchandising capabilities, the company is home to some of the biggest kids properties in the world, including successful and long-running franchises *Totally Spies!* and *Mr Bean*.

Led by CEO Benoît Di Sabatino, 2023 was a record breaking year for the business, with its highest-ever number of shows in production, and a healthy pipeline of premium kids and family entertainment, with new titles including *Shasha & Milo* and *Super Happy Magic Forest*.