



HELLO KITTY RETURNS TO TV SCREENS

*An original animated series
Produced by Kids First in Partnership with Sanrio*

PARIS and TOKYO, February 6, 2019 – Hello Kitty, the iconic Japanese character created 45 years ago by Sanrio, returns to TV screens in a new animated series, currently developed by Kids First.

The World of Hello Kitty will feature the famous titular character along with her friends from the Sanrio universe as they try to live in harmony in their not-so-quiet neighbourhood. Kitty’s friends are all very different and they each have their little quirks, so their tight-knit community is often put to the test. But at the end of the day, Kitty always brings them back together, because she accepts her friends for who they are.

Slated for release in Q1 2021, the 52x11’ series will be produced by Paris-based Monello Productions (Tetra Media Studio) and Watch Next Media, in partnership with Tokyo-based Sanrio.

Under the deal, Kids First will handle worldwide financing and worldwide distribution outside Asia, Asia being the reserved territory of ABC International. Sanrio controls the merchandising and licensing rights for the property.

“This year marks Hello Kitty’s 45th anniversary. We’re also extremely pleased to announce that this year will mark another important milestone: Hello Kitty’s TV animation series debut in Europe,” said Sanrio Senior Managing Director Kazuyoshi Fukushima.

ABC International Managing Director Shusaku Inoue said: *“We are proud of having created the bond between Sanrio and Kids First to make this great project happen.”*

Kids First President Philippe Alessandri said: “*We are excited by this unique opportunity to create an animation series based on one of the most famous, endearing and inspiring characters all over the world.*”

About Sanrio

Sanrio is the global lifestyle brand best known for pop icon *Hello Kitty*. Home to many endearing characters including *My Melody*, *Bad Badtz-Maru* and *Kerokerokeroppi*, Sanrio was founded on the ‘small gift, big smile’ philosophy – that a small gift can bring happiness and friendship to people of all ages. Since 1960, this philosophy has served as the inspiration for the broad spectrum of unique products and experiences. Today, more than 50,000 Hello Kitty-branded items are available in 130 countries. In addition, Sanrio is operating two theme parks in Japan—Sanrio Puroland and Harmonyland—and also licensing Sanrio characters for theme parks overseas.

About ABC International

ABC international is the international sale/distribution arm of Asahi Television Broadcasting Corporation (ABC Japan), which is the most major and outstanding commercial terrestrial broadcaster in western Japan. ABC International is selling ABC Japan’s well-known entertainment programs as finished programs and formats such as “The Before and After,” “Who is the Real Celebrity?” and “Welcome, Newlyweds.” <http://www.abc-i.co.jp/>

About Kids First

Paris-based **Kids First** is an international distributor, specializing in entertainment content for kids. The company is a subsidiary of producers WATCH NEXT MEDIA and MONELLO PRODUCTIONS (part of Tetra Media Studios/ ITV Studios company). Marie Lassal acts as head of sales.

The company makes a point of working in close partnership with them in order to build their IP as a global international brand.

Its catalogue includes comedies such as *Nate is Late*, *Max & Maestro*, *Best Bugs*, *I Elvis*, *Rocky Kwaterner*, *Nawak* and *The Kiddycrunchers*, along with the action series *MarbleGen*.

<http://www.kidsfirst.fr>