



## DECODE ENTERPRISES DEBUTS BRAND NEW LIVE ACTION AND ANIMATION AT MIPTV

Toronto, London, 17 March 2009. DECODE Enterprises, the distribution subsidiary of DHX Media Ltd., has a standout slate of new properties making their MIPTV debut. Brand new tween live action series ***How to be Indie***, created and produced by Heroic Film Company for YTV, will be available alongside ***Side Show Christmas***, a one hour animated festive special with a modern twist, produced by Cheshire Smile and Studio B Productions for Teletoon in Canada.

A slate of new preschool programming includes Halifax Film's puppet show ***Mighty Jungle*** and brand new Neptuno/DECODE Entertainment/OLC co-production ***Poppet's Town*** alongside family targeted series ***Grandpa in My Pocket*** produced by Adastra Creative for CBeebies.

Also new for the market are brand new episodes of hit preschool shows ***Franny's Feet*** and ***Bo on the GO!***

Josh Scherba, VP Distribution at DECODE Enterprises said: "We have a very strong line up for this market. ***How to Be Indie*** is already generating a buzz and we anticipate a high level of interest in this live action tween series. In the preschool arena, we have a varied slate of distinctive shows ranging from 2D animation and puppet-based animation to live action with special effects. We also have new episodes of established properties ***Franny's Feet*** and ***Bo on the GO!*** which continue to perform very well around the globe."

Making its debut from DECODE Enterprises' live action roster is ***How to Be Indie*** (26 x ½ hrs) a new tween live action series which is set to air on YTV in Fall 2009. Created by writer Vera Santamaria (*Degrassi: The Next Generation*, *The Latest Buzz* and *Naturally Sadie*) and Heroic Film Company executive producers John May & Suzanne Bolch, ***How to be Indie*** is a comedic live-action series which is told through the eyes of 13-year-old Indie as she endeavours to balance the traditions of her South Asian family with her Western lifestyle.

***Side Show Christmas*** charts the festive adventures of Jason Shanks. With his father's side show hitting rock bottom, and Santa hypnotized, Jason needs to get Santa back in his sleigh, and revolutionize the 'Most Unbelievable Show on Earth' in order to save Christmas.

DECODE holds TV, DVD and consumer products rights to ***Grandpa in My Pocket*** a series which is developed and produced by Adastra Creative and currently scoring high-ratings on CBeebies.

Made with participation from Finance Wales, **Grandpa in My Pocket** is CBeebies' first comedy drama commission and features such well-known faces as James Bolam, Susan Jameson, Lisa Goddard, Rula Lenska and Meera Syal. Sarah Colclough is executive producer for the BBC and Angus Fletcher is executive producer for Adastra.

Take one energetic Grandpa and his imaginative seven-year old Grandson, Jason Mason. Give Grandpa a magic shrinking cap and watch him turn into the biggest kid of the lot! He flies out the window in Jason's toy airplane or shoots out the door in his little car, each time on his way to solve a problem and create mayhem along the way. Grandpa can make himself small enough to hide in all sorts of unsuitable places. He's full of ideas and full of mischief.

Disney Channel in Asia and Latin America are the latest broadcasters to sign up for new puppet series, **Mighty Jungle** (46x11'), produced by Halifax Film and commissioned by CBC in Canada.

Set in a world deep in the mighty jungle, through leafy vines and under a canopy of chattering birds, is a world for preschoolers to explore. Through the use of lively colourful puppet animals, **Mighty Jungle** reflects the spirit of its preschool audience through adventure and play.

**Poppet's Town** 26x30' (52x11') is an animated preschool series which has already been presold to France's Canal J and to Disney International for its channels in the UK, Spain, Scandinavia, Italy, Australasia and Taiwan. TeleQuebec has also come on board as Canadian broadcast partner.

Life's a party in **Poppet's Town**...building, exploring, racing and roaring around town, the Poppets are always having fun, fun, fun. But each new adventure brings with it new challenges – and sometimes a Poppet on the go just doesn't know what to do next! Stuck about what colour to paint your house? Have ants invaded your picnic? Is your ice cream melting on a hot summer day? If you live in *Poppets Town*, you know who to call!

**For further information please contact:**

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**Notes to editors:**

**About DECODE Enterprises, a DHX Media Company**

DECODE Enterprises is the distribution subsidiary of DHX Media Ltd. It handles programme sales for third party producers and for DHX subsidiaries DECODE Entertainment, Halifax Film and Studio B, which are leading international producers of television programming and interactive content with an emphasis on children, family and youth markets. DHX Media Ltd. shares trade on both London's AIM exchange and the TSX in Toronto.