



## DECODE ENTERTAINMENT'S *KING* RULES ON NICKELODEON UK

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Leading kids and family entertainment specialist DECODE Entertainment has further expanded its presence in the UK by signing a deal with Nickelodeon for 26x22' episodes of its 2D animated series *King*, aimed at 6-12 year olds. This deal follows the broadcaster's recent acquisition of the second season of DECODE's live action show *Naturally Sadie*.

Debbie Macdonald, VP Programming Director at Nickelodeon UK said:" We're delighted to have *King* as part of our Nicktoons schedule and to be working yet again with DECODE."

Neil Court , Partner at DECODE Entertainment said: "*King* is a show that is perennially popular; it taps into ideas of hidden kingdoms and under the bed secrets that occupy the imaginations of kids. We're looking forward to bringing it to the UK and continuing our long-standing relationship with Nickelodeon."

*King* is a co-production between DECODE and Funbag Animation. *King* airs internationally in territories including France on France 5 and Teletoon, ABC in Australia, TVB Pay TV in Hong Kong and Radio-Canada and Family Channel in Canada, LUK and Cartoon Network Latin America

Shortly after moving into a new house, 12 year-old Russell discovers something weird under his bed: a trap door leading to the fantastic world of Under! Russell is crowned King of Under, and boy, does his kingdom need help!

For years, Under was ruled by the evil King Cliff the Grim (who used to live in Russell's room), and now it's up to Russell to put things right. It's also a time to make new friends, to explore and to find adventure. Yes, Russell is the King, but he's also a boy with a talking dog in a strange and wonderful place. No school, no parents - and all the fun he can imagine!

The show has an accompanying website, [www.kingrussell.com](http://www.kingrussell.com), which features animated adventures, a Monster encyclopedia and exclusive downloads, videos and images.

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**Notes to editors:**

**About DECODE Entertainment**

Headquartered in Toronto, with offices in London, DECODE Entertainment Inc. is one of the world's leading producers and distributors of television programming and interactive content for the children, family and youth markets. DECODE's raft of innovative shows include animation series such as Planet Sketch, Naughty Naughty Pets, Bromwell High, The Save-Ums, Franny's Feet, King, and Angela Anaconda; live action titles include Naturally Sadie, Radio Free Roscoe, The Zack Files and factual series Kratt Brothers' Be the Creature.

**About Nickelodeon**

Nickelodeon Networks comprises four dedicated entertainment channels for kids aged 2-12 in the UK: Nickelodeon, Nicktoons, Nick Jr. and Nick Replay. Launched in 1993, it has consistently rated as the number 1 commercial kids' TV network in the UK. The Nickelodeon channels appear on all Pay TV platforms including cable, satellite and DSL platforms reaching more than 10 million homes.

In addition, each channel is complemented by red button games and interactive websites ([www.nick.co.uk](http://www.nick.co.uk), [www.nickjr.co.uk](http://www.nickjr.co.uk) & [www.nicktoons.co.uk](http://www.nicktoons.co.uk)) which are home to thriving online message boards and communities.

Nickelodeon UK is a joint venture between BSkyB and MTV Networks.