



## **BES ANIMATION AND JETPACK INK A RAFT OF NEW PLATFORM DEALS FOR *KITTY IS NOT A CAT* AHEAD OF 2018 BROADCAST LAUNCH**

- **Global distributor Jetpack has achieved platform deals with De Agostini Editore in Italy and Disney in CEE, Africa, Middle East and Turkey, alongside Australian launch on the Seven Network for *Kitty is Not a Cat***
- ***Kitty is Not a Cat* set for broadcast launch mid-2018**

**MIP JUNIOR Cannes** – BES Animation, one of Australia’s leading animation studios specialising in original content for local and international audiences, and Jetpack Distribution, global distributor of children’s content, has inked several new platform deals for its animated children’s show *Kitty is Not a Cat* in Italy, Central & Eastern Europe, Africa, Middle East and Turkey, and in Australia with co-investment partner, the Seven Network.

Created by Bruce Kane and Maurice Argiro for BES Animation, *Kitty is Not a Cat* is a comedy with a great big heart and a tiny pretend tail! Aimed at 6-10 year olds, *Kitty is Not a Cat* is an animated series about a little girl ‘Kitty’ who has a big imagination and a whole lot of courage. She is at the age where a child feels they can be anything they want, even a cat. Kitty arrives on the doorstep of a house full of partying felines. These carefree creatures suddenly find their lives turned upside down as they attempt to teach her how to be a human when Kitty actually prefers living the life of a cat.



*Kitty is Not a Cat* was first unveiled at MIP Junior in 2016, receiving an incredible response from international broadcasters, producers and distributors. The show was selected from hundreds as one of the top five most popular programmes screened to buyers, earning praise for its cast, creators and producers.

Jetpack Distribution has the global distribution rights (excluding Asia) for *Kitty is Not a Cat*.

**Bruce Kane, Co-Creator & Producer BES Animation said,** “We are immensely proud of *Kitty is Not a Cat*, a show that has far exceeded our expectations in terms of broadcaster response. With a background in producing irreverent comedy and music shows in Australia, we wanted to create a show that uniquely blends urban culture, comedy and music with stories that connect to 6-10 year old kids. It’s a show we felt confident we could ‘bet the farm on’ and have been fortunate to work with some of the world’s best partners including Jetpack Distribution and the Seven Network. We are looking forward to growing the show’s distribution and licensing plans as we head towards a successful broadcast launch in 2018.”

**Niki Hamilton, Executive Producer, Seven Network commented:** “This quirky and unique animation is delightful and will produce some wonderful family entertainment for the Seven Network.”

**Dominic Gardiner, CEO Jetpack Distribution, says:** “We instantly loved the retro and off-beat style of *Kitty is Not a Cat*. It sweetly reverses a traditional narrative in a quirky and appealing way. Cementing deals with major platforms such as DeAgostini Editore in Italy and Disney in CEE, Middle East, Africa and Turkey is a fantastic testament to the show’s massive appeal and a strong start. We’re excited to be presenting this at MIP Jr where the show is launching. It’s got the makings of a real hit!”

BES Animation, along with Seven Network, green-lit *Kitty is Not a Cat* last year and will deliver the completed 52 x 12 minute episodes in mid 2018. The show will initially launch on the Seven Network in Australia, DeAgostini Editore in Italy, Disney in the CEE territories, South Africa, Middle East and Turkey. The show will also be available in 26 x 30 minute episodes.

*Kitty is Not a Cat* will be screened at this year’s MIP Junior 2017 and available on the Jetpack booth at MIPCOM in the new UK Pavilion P-1A92. For further please information visit [www.kittyisnotacat.com](http://www.kittyisnotacat.com) and [www.jetpackdistribution.tv](http://www.jetpackdistribution.tv)

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## Notes to Editors

### Production details

Title: *Kitty is Not a Cat*  
Co-Creators: Bruce Kane & Maurice Argiro  
Co-Investment Partner: 7 Network  
Global Distributor: Jetpack Distribution (excludes Asia)  
Series 1: 52 x 12 min/26 x 30 min



### **About BES Animation**

BES is a Melbourne animation studio specialising in creating original concepts, stories and quality animation for local and international audiences. Proudly creative-owned and driven, BES has the unique ability to see projects through all stages of production: from the genesis of a great idea to the finished product on screen! To date, BES are the proud creators and producers of a number of properties for Cartoon Network including the television series *Exchange Student Zero* and the award-winning TV movie *Monster Beach* - which debuted to over 40 million viewers and was the highest rating program in its time slot on Australian Pay TV and in multiple other regions across Asia-Pacific. BES are the co-producers of the adult web series *Ginger Snaps* for Warner Brothers and Disney's ABC Network with the series being produced entirely at BES's Melbourne studios. BES are also the creator-producers of the upcoming children's television series *Kitty is not a Cat* for Australia's 7 Network with additional funding support provided by Film Victoria and The Australian Children's Television Foundation. With a stable of projects in development including television series, films and various digital content - the philosophy of the company is simple... create, nurture and develop great ideas, in Australia, for the world. It's a lofty pursuit, but it's working!

### **About Jetpack Distribution**

Jetpack Distribution was founded in 2014 with studio production partner Samka Productions and it has gone on to become a leading distributor of global kids shows including *Talking Tom and Friends*, *Yoko, Dennis & Gnasher Unleashed* and *Kitty is Not a Cat*. The company distributes an extensive catalogue of award-winning kids' properties through a wide variety of channels, from traditional broadcasters to digital platforms. Working directly with creators, producers, broadcasters and VOD platforms to find the perfect home for each property.

### **Press Contact**

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