



**HIT entertainment**

**FOR IMMEDIATE RELEASE**

## **HIT ENTERTAINMENT LAUNCHES 'THE HIT FACTOR'**

**23 January 2009, London** – HIT Entertainment, one of the world's leading independent producers and rights owners of children's entertainment has announced the launch of '*The HIT Factor*' an annual event for producers and animators to pitch new shows to HIT Entertainment for development funding and co-production.

The Company is looking for new programming that will enhance HIT's existing production slate of high quality, world renowned preschool shows as well as programming in the 6-8 and 9-12 target demographic. The Company is seeking shows that appeal to a wide and global audience and have the capability of working across various media including TV, radio and the Internet.

Chris Rose, Director Programming & Development HIT Entertainment commented, "*We are delighted to launch the first HIT Factor event in New York. Our aim is to create an event that enables producers and animators to showcase their ideas for development funding or co-production. We are looking for shows that both complement and expand on our existing portfolio and demonstrate a global appeal to its target audience.*"

The first **HIT Factor** event will debut in New York on **Wednesday 11 February 2009** at the Hilton Hotel in NYC, coinciding with the annual Kidscreen Summit event. Christopher Skala, SVP Production & Programming HIT Entertainment, will be speaking on '*Writing vs Design*' on Day 2 of the 2009 Kidscreen Summit.

All companies are required to book an appointment in advance by emailing a brief synopsis of the idea or show to [thehitfactor@hitentertainment.com](mailto:thehitfactor@hitentertainment.com).

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**About HIT Entertainment**



HIT Entertainment, owned by private equity investment group Apax Partners, is one of the world's leading independent children's entertainment producers and rights-owners. HIT's portfolio includes properties, such as *Barney*<sup>™</sup>, *Bob the Builder*<sup>™</sup>, *Thomas & Friends*<sup>™</sup>, *Pingu*<sup>™</sup>, *Fireman Sam*<sup>™</sup>, *Angelina Ballerina*<sup>™</sup> and *Rainbow Magic*<sup>™</sup>. HIT represents Chapman Entertainment's *Fifi and the Flowertots*<sup>™</sup> and *Roary the Racing Car*<sup>™</sup> in North America and Japan. HIT also acts as a worldwide representative for The Jim Henson Company's library of classic family brands and as representative for *The Wiggles*<sup>®</sup> in the UK. Launched in 1989, HIT's lines of business span television and video production, content distribution, publishing, consumer products licensing and live events and has operations in the UK, US, Canada, Hong Kong and Japan. HIT is a part-owner of US-based preschool channel, PBS KIDS Sprout<sup>SM</sup>, and international preschool channel JimJam, (outside of the US, UK and China). For more information, visit [www.hitentertainment.com](http://www.hitentertainment.com).