

Beat: Entertainment

## **DHX MEDIA AND DREAMSWORKS ANIMATION STRIKE STRATEGIC CONTENT PACT**

### **130 HALF-HOURS ORIGINAL ANIMATED CONTENT**

PARIS - HALIFAX - GLENDALE, 09.12.2015, 11:00 Time

**USPA NEWS** - DHX Media a key player internationally in the creation of content for families and children, and DreamWorks Animation a leading family entertainment company, have entered into a five-year agreement to co-produce 130 episodes of original animated children's content at DHX Studios....

DHX Media a key player internationally in the creation of content for families and children, and DreamWorks Animation a leading family entertainment company, have entered into a five-year agreement to co-produce 130 episodes of original animated children's content at DHX Studios.

Content under the deal will air on DHX Television's suite of channels, which includes Family Channel, Family Jr., Family CHRGD and Télémagino. DHX will handle distribution for the content in Canada and DWA will distribute to the rest of the world.

In addition, DHX Media has licensed more than 1,000 half-hours of television programming from DreamWorks Animation, to be broadcast beginning as early as June 2016 across DHX Television's channels. DHX Television will thus become the exclusive television network for this DreamWorks Animation television content in Canada.

DHX Media has also entered into an agreement with AwesomenessTV, which is majority owned by DWA, to license 300 half-hours of teen content for exclusive broadcast in Canada on Family Channel. AwesomenessTV is a multi-platform media company that is a global leader in producing content for the Gen Z audience.

Dana Landry, CEO of DHX Media, commented: 'We are excited to be teaming up with DreamWorks Animation and AwesomenessTV. These are two of the world's leading content producers in the kids, teen and family space and we look forward to creating fantastic new series with them, and to bringing many of their exciting titles to our channels for Canadian families to enjoy.'

Source : DHX Media Ltd.

Ruby BIRD

<http://www.portfolio.uspa24.com/>

Yasmina BEDDOU

<http://www.yasmina-beddou.uspa24.com/>

#### **Article online:**

<https://www.uspa24.com/bericht-6673/dhx-media-and-dreamworks-animation-strike-strategic-content-pact.html>

#### **Editorial office and responsibility:**

V.i.S.d.P. & Sect. 6 MDSiV (German Interstate Media Services Agreement): Ruby BIRD & Yasmina BEDDOU (Journalists/Directors)

**Exemption from liability:**

The publisher shall assume no liability for the accuracy or completeness of the published report and is merely providing space for the submission of and access to third-party content. Liability for the content of a report lies solely with the author of such report. Ruby BIRD & Yasmina BEDDOU (Journalists/Directors)

**Editorial program service of General News Agency:**

UPA United Press Agency LTD

483 Green Lanes

UK, London N13NV 4BS

contact (at) unitedpressagency.com

Official Federal Reg. No. 7442619