

# TV kids weekly

## THE MUSICAL THAT ROCKED THE STATES



August 8, 2006

### Property Profile

**NAME:** *Storm Hawks*

**ORIGIN:** Based on an original idea.

**CREATOR:** Asaph "Ace" Fipke, Nerd Corps Entertainment's CEO and founder.

**TV SHOW:** This series of 52 half hours is done in 3-D animation. It's an action series that depicts the adventures of five mismatched teens and their strange furry sidekick as they defend their people against an evil empire. These young Storm Hawks are armed with transforming flying motorcycles as they fight some of the nastiest villains ever to hit the skies.

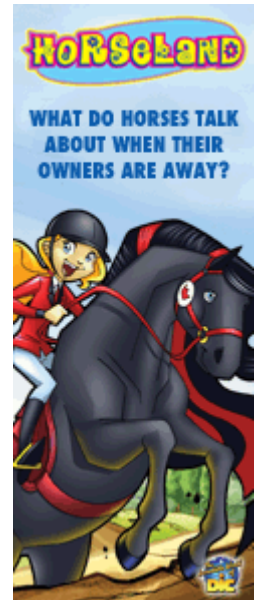
**EXECUTIVE PRODUCERS:** Ace Fipke and Ken Faier, the president of Nerd Corps.

**COMMISSIONING BROADCASTER:** *Storm Hawks* was developed in association with Canadian broadcaster YTV. The series will premiere on YTV in 2007.

**TV SALES:** The series was recently sold to Cartoon Network in the U.S., the U.K., France and Latin America, as well as Canadian French-language broadcaster VRAK. MGM Worldwide Television Distribution has picked up the rights to distribute *Storm Hawks* in all territories excluding North America and Western Europe.

**MAJOR TOY LICENSEES:** Spin Master has signed on as *Storm Hawks'* master toy licensee. They will debut a line of action figures, vehicles and role-play toys in fall 2007.

**OTHER PRODUCTS:** MGM Consumer Products will be acting as *Storm Hawks'* North American licensing agent and, working with Nerd Corps, will select licensees to roll out the second wave of merchandise in spring 2008, with RC vehicles, Plug 'n' Play games, costumes, collectibles, games and puzzles, as well as a publishing program including manga, chapter books, junior novelizations and storybooks. The third wave in fall '08 will include interactive (console, online and mobile games), promotions (QSR), food and

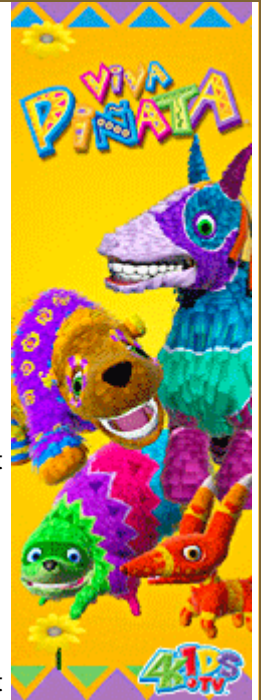


packaged goods, apparel and accessories, home furnishings and housewares, as well as back-to-school items such as backpacks and stationery.

**STRATEGY FOR ROLLOUT:** *Storm Hawks* was the brainchild of Ace Fipke, the CEO and founder of Nerd Corps, who also refers to himself as the company's Supreme Commander. Fipke needs to stay in touch with his inner child in order to stimulate his creativity. *Storm Hawks*, in fact, came about as a result of putting on his "little kid" hat. "I've always found flying to be this crazy fantasy, and there is also something exciting about motorcycles." The fusion of bikes and airborne machines provide the perfect vehicles for the young heroes in *Storm Hawks*, and, "an interesting fantasy for any little kid," explains Fipke. "Within the heart of a great action-adventure show there's comedy, and that's something that I have a huge affection for as well," he continues. "Kids love to laugh."

As far as the merchandising that will accompany the show, Fipke believes, "it needs to fit seamlessly as an extension of the fantasy. It can't be rammed down kids' throats. They need to love what they see and want to live in that fantasy. The merchandising needs to be from the heart, it can't be like, 'let's make some toys out of this.' The show really lends itself well to merchandising and licensing, and we've managed to gain some pretty excited partners along the way."

Regarding the master toy deal with Spin Master, Fipke says, "I can't divulge exactly what it is that we are doing, but there are aspects regarding transformation and flight that I think are very interesting. The show's action is just incredibly fast: there's speed, there's humor, and the special effects make it visually stunning," he explains, and he can easily envision an extension of the show in the form of a video game.



## The Week's Top 5

### [Disney Channel Inks Carriage Deal with African Pay-TV Platform](#)

LONDON, August 7: Disney Channel is expanding its reach to Southern and sub-Saharan Africa, securing carriage on the MultiChoice DStv platform.  
[continued...](#)

### [RDF Acquires Kids' Production Outfit](#)

LONDON, August 3: RDF is to acquire The Foundation TV Productions, producer of The Basil Brush Show, for £4 million, payable in cash and RDF shares.  
[continued...](#)

### [Southern Star Takes on New Animated Series](#)

SYDNEY, August 3: The animated series The Beeps, produced for Five in the U.K., will be distributed internationally by Southern Star International, which will launch the show at MIPTV 2007.  
[continued...](#)

### [Restructure Brings Radio Disney Under TV Group](#)

BURBANK, August 1: The Radio Disney Network will become part of the Disney-ABC Television Group and will be managed by Rich Ross, the president of Disney Channel Worldwide.  
[continued...](#)

[PorchLight, Eat Your Lunch Team for New Animation](#)

LOS ANGELES, August 1: PorchLight Entertainment is working with the Chicago-based outfit Eat Your Lunch for Freaky Frankenbike Patrol, a new animated series geared to kids aged 6 to 11.

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