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GMTV swoops on Storm Hawks

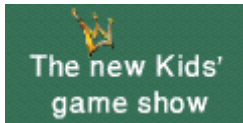
Nerd Corps Entertainment's 3D animated series Storm Hawks (52x30') has been acquired by UK free-to-air broadcaster GMTV, which will launch the show this month.



The comedy/action-adventure series currently airs more than 25 times a week on Cartoon Network UK, where it launched in August 2007. GMTV will begin airing the show with back-to-back episodes each weekday morning on GMTV's Action Stations block simulcast on CiTV.



As well as GMTV, the series is slated to launch in more than 40 additional countries this year, and currently sees multiple weekly airings on Cartoon Net in the US, France, Eastern Europe and Latin America, as well as YTV and VRAK in Canada and terrestrial broadcasters France 3 and RTL2 in Germany.



Mark Wilson, head of GMTV Kids, described the show as a "glossy, witty, blockbuster show" that is perfectly timed for an Easter launch.



"Adding the strength of GMTV to our already incredible positioning on Cartoon Network will bring Storm Hawks to a whole new level in the UK," added Nerd Corps president Ken Faier. "It's a key territory for us, and being able to launch on two of the strongest broadcast platforms in the market offers the best possible opportunity to build the brand."



Toy partner Spin Master kicked off the show's retail roll-out in the UK in February, launching the toy line at Toys 'R' Us, supported by an extensive TV ad campaign. Sony Pictures Home Entertainment will release the first season of Storm Hawks on DVD in September. In addition, Topps Europe will launch Storm Hawks trading card games, collectable stickers and albums at the end of 2008 and early 2009.





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