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Disney gets Awesome with Nerd Corp



Disney XD has confirmed the launch of new toon Rated A for Awesome, its coproduction with Canadian network YTV and Vancouver's **Nerd Corps Entertainment**.



The 52x11' CGI series (left) will premiere on boy-skewing Disney XD from June 2011, the Mouse House said today, and will air in more than 129 countries worldwide.



The toon is the latest to have been developed and produced by the US studio's London-based production hub for EMEA, the others being Kid vs Kat, Jimmy Two Shoes and Jungle Junction.



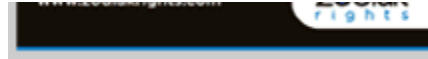
The four-year-old London unit - headed by Marc Buhaj, senior VP of original programming for Disney Channels in EMEA - is the studio's biggest investor in and developer of longform animation outside North America, for both European and global distribution.



Originating at Nerd Corp and previously known as Team Awethum, Rated A for Awesome "follows the adventures of four ordinary kids and a monkey on a quest to make their world more



awesome."



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Nerd Corp's original concept of geeky kids versus cool kids was redeveloped once Disney came onboard in 2008, Orion Ross, VP of original series for Disney Channels EMEA, told C21. "We kept the essence of the show but wanted to make it less confrontational, less 'us versus them' and more about ordinary kids fighting the forces of boredom and 'blah.'"



Buhaj added: "The London animation team acts in a complementary way to the Disney team in Burbank and we produce the highest volume of any of the international Disney networks.

"We aim to produce about 150 half-hours per year and that includes coproduction and fully funded shows. We think it's important to pilot everything we make and have around 30 projects in development for XD, Disney Channel and Disney Junior."

Rated A for Awesome will air from July on Disney XD channels across the UK, EMEA, Latin America and parts of Asia, after its June premiere in the US. Rated A for Awesome joins other toons on XD such as Phineas & Ferb and Kick Buttowski.

Ed Waller
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