

YouTube is Pocoyo's new sidekick

- New episodes of the show will debut on YouTube on November 25th at 8 pm
- Pocoyo is seen in more than 100 countries and has positioned itself as Spain's most successful entertainment brand across the world



Madrid, November 21st 2016.- After a decade on air, Pocoyo enters its fourth season and makes history for the Spanish production by launching exclusively on a digital platform. YouTube, through the app YouTube Kids, will debut all 26 episodes following the new adventures of this well-loved character, who has peered out at the world from TV screens in more than 100 countries.

The first episode drops on November 25th at 8 pm in Spanish and Brazilian Portuguese, with the English-language and Latin Spanish versions launching on Monday, November 28th.

Zinkia, the company that produces the show, confirms their firm commitment to digital media and, specifically, to the video platform that has been delivering their content since 2006. Available on 18 channels and in 18 languages, Pocoyo boasts stunning numbers: thousands of videos, 5.7 million subscribers and a total of 8,115 million views. The production company hopes this exposure will translate into a tremendous amount of growth as of this Friday.

“The launch of this production breaks new ground for Zinkia and is the starting point for a new stage that will see us focus primarily on increasing the traction of the Pocoyo brand around the world,” said Miguel Valladares, Zinkia president.

CEO Alberto Delgado noted that “Zinkia’s mission is to continue to build upon the reach of the Pocoyo brand on the online channel and, at the same time, to promote our activity in the licensing market (adding to the current 100+ licenses) and foster agreements with broadcasters.”

For Elías Moreno Vasco, YouTube Strategic Partner Manager, “this launch stresses Zinkia’s commitment to developing quality content for YouTube and YouTube Kids, two platforms that are constantly growing and becoming favourite destinations for Spanish families looking to explore topics, find entertainment or discover new things.”

A new female character and more adventures

The new Pocoyo episodes will still speak the show’s well-loved visual language, where colours, shapes and music build a unique world. The show also continues to focus on core values such as respect, tolerance and friendship. In addition to the character’s educational spirit and curious nature, this new season cranks up the adventure and puts the whole group center stage.

The main innovation is the introduction of a new female character who will be joining Elly, Pato, Loula, Pulpo, Pajaroto, Pajarito and Valentina, and will be sharing the limelight with Pocoyo.

A 14-month production process and a team of 50 professionals

Over 50 professionals, almost half of which are women, are working on the 26 episodes in the new season. 3D artists, animators, programmers and producers are just some of the profiles taking part in this project, who have worked closely with US writers with a strong background in kids animation.

The complex production, built on Maya with the Arnold rendering engine and developed using original tools programmed at Zinkia, kicked off in February and will be completed in April 2017. Each episode is in production for approximately four months.

10+ years on the air

Originally created as a TV show, Pocoyo celebrated its 10th anniversary in 2015 and has positioned itself as Spain’s most successful entertainment brand across



the world. The fourth run of episodes launches after three hit seasons consisting of 52 x 7 minute episodes and “Pocoyo y El Circo Espacial,” a 25-minute short film.

Pocoyo’s successful track record includes over 30 awards, including an Annecy Cristal and a BAFTA, from the British Academy of Film and Television Arts, for Best Animation Series. The production also won three Pulcinella awards at the Cartoons on The Bay Festival (Italy) and the Parent’s Choice Award (US).

Last September, after closing an agreement with the China Central Television (CCTV), Pocoyo debuted on China’s State channel and digital platforms, reaching over 250 million children.

About Zinkia Entertainment, S.A. (Zinkia):

More than an animation production company, Zinkia is a creator of family-friendly entertainment brands. The company looks to develop 360° marketing strategies for all its brands. Zinkia handles the direct marketing of original multi-platform content, licensing, content distribution and advertising. Zinkia has produced innovative and creative projects, including the world-famous multi-awarded pre-school series Pocoyo™. <http://www.zinkia.com/>

Further information

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