



SHELLHUT AND TINY ISLAND PICTURES SIGN RECORD 10-FEATURE- FILM MOU WITH SHANGHAI MEDIA GROUP'S WINGSMEDIA

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Cannes, 16th October, 2017: **Shellhut and Tiny Island Pictures**, a new joint venture between Thailand's **Shellhut Entertainment Co.,Ltd** and Singapore's **Tiny Island Productions**, has signed a 10-feature film co-production MOU with **WingsMedia**, a member of **Oriental Pearl Group** and a wholly owned subsidiary of China's 2nd largest media group, **Shanghai Media Group**. Shellhut and Tiny Island Pictures announced the cooperation at its signing ceremony this afternoon at MIPCOM 2017. Valued at an estimated USD\$250 million, this will be the biggest animation film cooperation in Asia, and the first ever China-Singapore-Thailand animation co-production.

The first film produced by the joint venture will integrate WingsMedia's sci-fi centric hit reality TV series *Starship MZ: 2049* with Tiny Island Productions' award-winning animated series, *Dream Defenders*. It is expected to be completed for release in 2020, with a new film based on a new IP to be rolled out annually thereafter. The longterm goal will be to build China's own version of the Marvel Cinematic Universe, that will entertain audiences worldwide.

Shellhut Entertainment and Tiny Island Productions had previously partnered to produce Shellhut Entertainment's hit animated TV series project *Shelldon*. This venture is part of the Shellhut Entertainment's Strategy to expand its media footprint in Asia, and IPs from these films will be used to build themeparks in Thailand.

Dr. Jwanwat (Tan) Ahriyavraromp, CEO of Shellhut Entertainment, said: "*We are dedicated to searching the globe for the best film and television content and are confident that this partnership will introduce the world's audience to the new, exciting and unique flavors of Asia.*"

An international team of animation veterans will be assembled to lead the development and production of the films, led by director Paul Chung who has worked for feature film studios like Dreamworks, Walt Disney, Warner Brothers and MGM, on films such as *Who framed Roger Rabbit*, *Space Jam*, *Shrek*, *Madagascar*, *Megamind* and *Jungle Book*.

David Kwok, CEO of Tiny Island Productions, added: "*Paul has many years of experience working in the US and UK, and has been working in China recently. Our goal is to create appealing characters and stories that will touch the heart of audiences in the East and West. Shellhut and Tiny Island Pictures' next step will be to*



talk with American and European partners, and we will have more exciting announcements coming soon".

Through the creation of new IPs, the company plans to expand its operations towards developing licensing and merchandising products.

Shelan He , Vice President of Oriental Pearl Group , President of Shanghai WingsMedia, commented: *"This collaboration will bring together Science Fiction from China and the rest of the world. I believe the co-produced films will showcase the best of China's culture, as well as expose China's audiences to the multi-cultural characteristics of Singapore and Thailand."*

WingsMedia views Shellhut and Tiny Island Pictures as important long-term partners, and will use this partnership to lay the foundation for more extensive collaborations in the future to create more quality content for international markets.

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Shellhut Entertainment Co., Ltd.

Shellhut Entertainment was established in 2007 to finance, develop and deliver world class animation, and has formed a global network of pre-production, production, and post-production partners to develop unique animation-based content that appeals to kids and the young at heart. Capitalizing on the global success of its debut cartoon TV series *Sheldon*, Sheldon achieved great success in Thailand, and was also translated into 30 languages and broadcast in over 180 territories around the world, including TV5 (France) and Telemundo, and was the first Thai animation to be aired on NBC (USA). In 2017, Sheldon was honored as a gift by the Crown Prince of Bhutan, after Shellhut Entertainment presented them with the Bhutanese dubbed version of Sheldon, the first Thai animation to be aired in the country.

In 2016, FremantleMedia Kids & Family (FMK) entered into a significant co-production deal with Shellhut to create a stronger footprint in Asia, starting with *Tasty Tales of the Food Truckers™*

Tiny Island Productions

Tiny Island Productions is Singapore's leading stereoscopic 3D CG animation production company. Established in 2002, the company creates, manages and markets content for the global CG animation market. It's stereoscopic-3D CG Animated series *Dream Defenders* made its American debut on 3net (a joint venture 24/7 3D Network by Sony, Discovery and IMAX), and subsequently landed on Hulu, Discovery Family, Kabillion and Amazon Prime in the US, and SUPER RTL and Planeta Junior in Europe. It was broadcast on Dreamworks TV Asia across 19 countries in Asia, in total reaching out to close to 80 countries around the world. *Dream Defenders* won the Asia Image Apollo Awards 2013 for Best 3D Animation. The company previously inked a development deal with Saban Entertainment Group (SEG), with SEG providing development resources for a CG animated series. In 2012, the company completed the *Ben 10: Destroy All Aliens* telemovie for Cartoon Network, which won the Best 3D Animated Program award at the Asian Television Awards 2012 and the Gold Award for Best Movie Campaign in the 2012 ProMax Awards. In 2013,



the company signed the first Singapore-Korea co-production animation deal with South Korean animation production house Electric Circus to produced *G-Fighter* (26 x 22 minutes), which was supported by SBA, KOCCA, EBS, SK Broadband and CJ E&M.

WingsMedia

Founded in November 2004, WingsMedia Co.,Ltd. is a wholly-owned subsidiary of Shanghai Media Group (SMG) and the Copyright Operation Division of Oriental Pearl Group Co. WingsMedia is a leading Chinese media content and solution provider with a rich variety of contents for all over the world. It focuses on managing and growing intellectual property for international markets, as well as the development of intellectual property for various commercial purposes. WingsMedia has proudly established a profound domestic as well as an international distribution network over the past years, with a network of more than 300 satellite TV & cable TV and all new media platforms in China. Its new media clients include Internet TV, IPTV, OTT, SITV. For international distribution, its clients have covered America, the Asian-Pacific, Hongkong, Macao, Taiwan and Europe. WingsMedia takes every effort to explore more dominant media in South-East Asia, Africa and the Middle East, and created a marketing hub of Chinese Contents. The company has been conferred six consecutive "National Cultural Exports' Key Enterprises". It's also named the "Window Company of Chinese Media into the International TV Market" by New York Times and Financial Times.

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全球首发 上海五岸传播携手贝壳小岛动漫影业合作推出十部动画大电影

上海文化广播影视集团 SMG, 东方明珠新媒体股份有限公司旗下上海五岸传播与泰国新加坡合资公司贝壳小岛动漫影业在戛纳秋季影视片交易会上(MIPCOM 2017), 共同宣布双方将携手达成合作意向推出十部动画电影并在全球发行。这将是首个由中国、新加坡、泰国联合出品的动画电影项目, 项目总投资额预计高达 2.5 亿美元, 将成为亚洲地区投资金额最高的动画合作项目, 这对三国的文化产业合作具有重要的意义。

首部系列电影将结合五岸传播科幻真人秀 IP《2049 明珠号》的故事背景与新加坡小岛动漫原有 IP《梦幻战士》的人物造型。预计将在年尾进入前期制作阶段, 将由执导过《谁陷害了兔子罗杰》、《空中大灌篮》、《怪物史瑞克》、《马达加斯加》、《蜜蜂总动员》、《奇幻森林》的钟志辉 (Paul Chung) 担任导演。电影预计 2020 年上映, 之后每年推出一部新电影, 力争打造一个中国式的“漫威宇宙”。

“钟志辉有在中国工作的经验, 也曾在美国与英国工作多年,” 郭振明 (David Kwok), 新加坡小岛动漫 CEO 说, “这非常符合我们对该电影中西方市场的设定, 美术设计上既有中国味道又非常国际化。通过新 IP 的创作, 公司将着重于版权运营与衍生品开发事业。”

贝壳小岛动漫影业是由泰国 Shellhut 娱乐公司和新加坡小岛动漫共同成立的合资公司, 双方曾联合制作 3D 动画片《谢尔顿》, 在泰国大受欢迎, 已出口海外 100 多个国家, 并在美国的 NBC、法国的 TV5 电视台播映。

Shellhut 作为泰国最大的娱乐公司之一, 透露计划将借助科幻 IP《明珠号》在泰国建立主题乐园。Dr. Jwanwat (Tan) Ahriyavraromp, 泰国 Shellhut 娱乐公司 CEO 说, “这次合拍电影项目, 是泰国、中国、新加坡之间在电影创作上的空前合作, 我们希望能向世界观众展示亚洲动画的魅力。”

“本次合作是中国科幻与世界科幻的思想碰撞,” 何小兰, 东方明珠新媒体股份有限公司副总裁, 版权运营事业群总裁, 上海五岸传播有限公司总经理 说, “我相信本次合拍片既能帮助展现中国文化的魅力, 也能向中国观众呈现新加坡、泰国的多元文化。”

五岸传播与贝壳小岛动漫影业将视双方为重要的长期合作伙伴, 以十部合拍电影项目为基础, 开展广泛和深层次的合作, 共同为国内外动画行业创造优质项目, 在动画全产业链上实现合作共赢。

上海五岸传播有限公司

上海五岸传播有限公司是 SMG (上海广播电视台、上海文化广播影视集团有限公司) 的一员, 是 SMG 上市公司东方明珠新媒体股份有限公司全资控股的国内领先的版权及相邻知识产权运营的公司, 致力于培育全球 IP 市场, 开发具有商业潜力的 IP 合作项目。