

Licensing Link Europe to manage UK licensing for Pirata & Capitano

BRANDORA Editorial Staff - May 2018



Groundbreaking new preschool animation arrives on Milkshake! block in the summer



Brand extension and strategy agency **Licensing Link Europe** has been appointed to manage UK licensing on behalf of brand owner **Millimages** for **Pirata & Capitano**, a preschool animation about two friends searching the seas for treasure that launches on Channel 5's popular preschool programming block Milkshake! this summer.

The 52 x 11 minutes series, co-produced by public national television broadcasters France Televisions and Rai of Italy, has enjoyed strong take-up in a number of major territories. Pirata & Capitano is already airing on France 5 and Tiji (pay TV) in France and on Rai TV in Italy. Other broadcasters showing or about to show **Pirata & Capitano** include SVT (Sweden), YLE (Finland), RUV (Iceland), TV3 (Spain), Gloob (Brazil), Al Jazeera (Middle East), Canal+ (Poland), Gulli Girl (Russia), ETV (Estonia) and LTV (Latvia).

Now Pirata & Capitano has been localised for a UK audience by **BTI Studios** (www.btistudios.com), one of the world's biggest media localization companies, providing dubbing, subtitling and access services in any language.

At the helm of her own ship, the Pink Skull, Pirata travels the Great Sea with her trusty crew in search of adventure. Her best friend Capitano, flies a red seaplane and joins them on their nautical explorations. Filled with adventure and humour, the series is an exciting quest for treasure, which also teaches viewers

the importance of teamwork and friendship.

This delightful show offers a wide range of possibilities for licensing partnerships, notably in toys, gifts, stationery and publishing. Licensing Link will be discussing these and other opportunities with visitors to **Licensing Expo** in Las Vegas*.

Pirata & Capitano is fun, inventive and colourful. It's also groundbreaking. This is the first animation series to be fully produced in Global Illumination, using technology developed by Dwarf Studios – a process that models how light bounces off surfaces onto other surfaces (indirect light). Most animation only models light that hits a surface directly from a light source. The result of Global Illumination is cartoon lighting that is more realistic and lifelike.

Ian Wickham, Director, Licensing Link Europe, says: "*Pirata & Capitano is already gaining a strong following in a number of territories and, with its arrival in the Milkshake! block, is certain to do the same in the UK. With its vibrant imagery, beautiful high definition animation and fantastic storylines, we are sure its licensing performance will mirror that popularity. We are absolutely thrilled to be working with this great show from one of the major players in European entertainment.*"

Info on MILLIMAGES

Founded in 1991, Millimages is a European leader in the children's entertainment industry. Best known for its creative designs and high-quality properties, the company is recognized as a predominant producer with an acclaimed catalogue of over 1 000 hours of animated TV series and feature films. Millimages is a fully integrated company with its own worldwide Distribution, Merchandising and New Media divisions.

Brandora
Online Weekly
16 May 2018
Circ: 5,902



LICENSE European Update

THE LICENSING INDUSTRY'S THOUGHT LEADER **GLOBAL** Top News from EMEA

'PIRATA AND CAPITANO' HITS U.K. SHORES

Millimages has tapped Licensing Link to manage the U.K. licensing program for its series "Pirata & Capitano."



Millimages has tapped Licensing Link to manage the U.K. licensing program for its series "Pirata & Capitano."

"Pirata & Capitano" is a preschool series that follows two best friends as they search the high seas looking for treasure. The show is the first to utilize global illumination, a new technology that makes animation more lifelike.

"'Pirata & Capitano' is already gaining a strong following in a number of territories and with its arrival in the Milkshake! block, is certain to do the same in the U.K.," says Ian Wickham, director, Licensing Link Europe. "With its vibrant imagery, beautiful high definition animation and fantastic storylines, we are sure its licensing performance will mirror that popularity. We are absolutely thrilled to be working with this great show from one of the major players in European entertainment."

Licensing Link Europe will seek opportunities for the property in toys, gifts, stationery and publishing.

"Pirata & Capitano," which currently airs in territories around the world, will start airing on Channel 5 in the U.K. this summer.

License Global Daily
Online
16 May 2018
Circ: 40,000



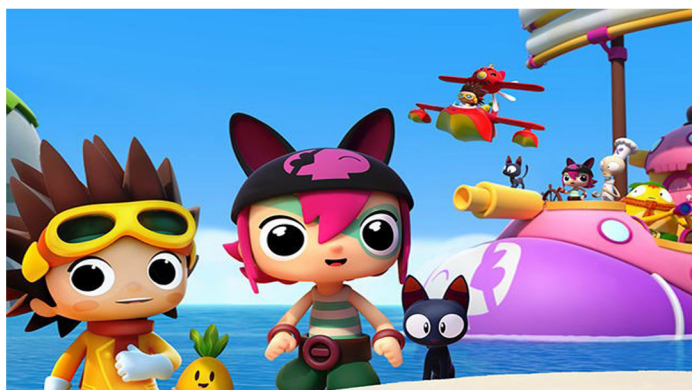
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Licensing.biz

Licensing Link Europe sets sail with Pirata & Capitano as new show launches on Milkshake

‘This delightful show offers a wide range of possibilities for licensing partnerships, notably in toys, gifts, stationery and publishing,’ read a statement from Licensing Link.



Licensing Link Europe has been appointed to manage the UK licensing for the new pre-school animation, Pirata & Capitano.

Owned by Millimages, Pirata and Capitano is a pre-school animation about two friends searching the seas for treasure. The series launches on Channel 5's Milkshake this summer.

Co-produced by France Television and Rai of Italy, the run of 52 episodes has enjoyed a strong up-take in a number of major territories and is already airing on France 5 and Tiji in France and Rai TV in Italy.

Other broadcasters showing or about to show Pirata & Capitano include SVT in Sweden, YLE in Finland, RUV in Iceland, TV3 in Spain and Al Jazeera in the Middle East.

It has now been localised for the UK audience by BTI Studios.

‘This delightful show offers a wide range of possibilities for licensing partnerships, notably in toys, gifts, stationery and publishing,’ read a statement from Licensing Link.

The firm will be presenting the IP at this year's Licensing Expo.

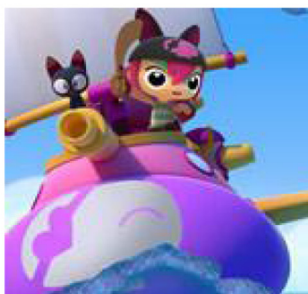
Ian Wickham, director of Licensing Link Europe, said: “Pirata and Capitano is already gaining a strong following in a number of territories and, with its arrival in the Milkshake block, is certain to do the same in the UK.

‘With its vibrant imagery, beautiful high definition animation and fantastic storylines, we are sure its licensing performance will mirror that popularity. We are absolutely thrilled to be working with this great show form one of the major players in European entertainment.’

Licensing.biz
Online Daily
16 May 2018
Circ: 22,000



‘Pirata & Capitano’ Sets Course for UK’s Milkshake! Block



Pirata & Capitano

Millimages’ seafaring preschool animation *Pirata & Capitano* (52 x 11’) has been sold in the UK to Channel 5 (part of Viacom International Media Networks) for its popular young audiences programming block Milkshake! The treasure hunt begins this summer.

Co-produced by public national broadcasters France Televisions and Rai (Italy), *Pirata & Capitano* has been warmly received in major territories.

Already airing on France 5 and Tiji (pay TV) in France and on Rai TV in Italy, the series has also debuted or is about to debut on SVT (Sweden), YLE (Finland), RUV (Iceland), TV3 (Spain), Gloob (Brazil), Al Jazeera (Middle East), Canal+ (Poland), Gulli Girl (Russia), ETV (Estonia), LTV (Latvia), and more.

Fully produced with the lifelike lighting technique of “Global Illumination” (using technology developed by Dwarf Studios), the CG series follows Pirata as she travels the Great Sea at the helm of her ship, the Pink Skull, with her loyal crew in search of adventure. Her best friend, Capitano, flies a red seaplane and joins them on their nautical explorations. *Pirata & Capitano* takes young viewers on a never ending treasure quest full of adventure and humor, while teaching the value of teamwork and friendship.

Animation Magazine
Online Daily
15 May 2018
Circ: 20,000





Kidscreen
Online Daily
15 May 2018
Circ: 12,500

Milkshake! picks up Pirata & Capitano

The UK preschool block has acquired Millimages' pirate-themed animated series, which is co-produced by France Televisions and Italy's Rai.

UK preschool block Channel 5 Milkshake! has scooped up Millimages' animated series *Pirata & Capitano*. Co-produced by national public broadcasters France Televisions and Italy's Rai, the 52 x 11-minute series will make its Milkshake! premiere this summer.

Pirata & Capitano currently airs on France 6 and French pay-TV broadcast Tiji, as well as on Rai TV in Italy. The series is set to launch shortly on SVT (Sweden), YLE (Finland), RUV (Iceland), TV3 (Spain), Gloob (Brazil), Al Jazeera (Middle East), Canal+ (Poland), Gulli Girl (Russia), ETV (Estonia) and LTV (Latvia).

Following the adventures of Pirata as she helms her own ship, while her best friend, Capitano, flies a red seaplane, the series focuses on teamwork and friendship. It is being touted as the first animated show to be fully produced in "Global Illumination," a system that models how light bounces onto surfaces using technology developed by Dwarf Studios. (This form of indirect lighting is meant to give toons a more realistic and lifelike look.)

Channel 5 **recently revamped** its Milkshake! preschool block with a number of new acquisitions, including *Poppy Cat*, and original content such as *Shane the Chef* and *Milkshake! Monkey Bananas About Food*.



Pirata & Capitano ready to set sail in the UK



Licensing Link Europe to manage UK drive for new preschool animation from Millimages.

Licensing Link Europe is setting sail with new preschool animation Pirata & Capitano, having been appointed by Millimages to manage the UK licensing programme.

The show – which will arrive on Channel 5's Milkshake programming block in the summer – follows the adventures of Pirata and her trusty crew as she travels the seas at the helm of the Pink Skull.

Together with her best friend Capitano – who flies a red seaplane – Pirata and the crew embark on a number of nautical adventures on a quest for treasure, while also teaching preschoolers the importance of teamwork and friendship.

A wide range of possibilities exist in the licensing space notably in toys, gifts, stationery and publishing.

Licensing Link Europe will be discussing these and other opportunities at Licensing Expo later this month.

“Pirata & Capitano is already gaining a strong following in a number of territories and, with its arrival in the Milkshake block, is certain to do the same in the UK,” said Ian Wickham, director at Licensing Link Europe.

“With its vibrant imagery, beautiful high definition animation and fantastic storylines, we are sure its licensing performance will mirror that popularity. We are absolutely thrilled to be working with this great show from one of the major players in European entertainment.”



World Screen newsflash

Pirata & Capitano Heads to Channel 5's Milkshake!

TVKIDS The animated preschool show Pirata & Capitano has been licensed to Channel 5 in the U.K., where it is slated to premiere as part of the Milkshake! programming block this summer.

World Screen Newsflash
Online Daily
15 May 2018
Circ: 35,000



PIRATA & CAPITANO HEADS TO CHANNEL 5'S MILKSHAKE!

The animated preschool show *Pirata & Capitano* has been licensed to Channel 5 in the U.K., where it is slated to premiere as part of the Milkshake! programming block this summer.

Pirata & Capitano is about two friends searching the ocean for treasure, one by sailing her own ship and the other by flying a seaplane. The 52x11-minute series from the Millimages catalog is co-produced by France Télévisions and Italy's Rai.

Pirata & Capitano already airs on France 5 and Tiji in France, as well as on Rai TV in Italy. The show has also been sold into a number of other territories worldwide.

TV Kids.ws
Online Daily
15 May 2018
Circ: 35,000



TVKIDS *daily*

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**TV Kids Daily
Online
15 May 2018
Circ: 35,000**



Pirata & Capitano ready to set sail in the UK



LicensingSource.net
Online Daily
10 May 2018
Circ: 10,000

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TOTAL LICENSING REPORT

Total Licensing Report
Online Weekly
10 May 2018
Circ: 100,000

Licensing Link Signs Pirata & Capitano



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Now Pirata & Capitano has been localised for a UK audience by [BTI Studios](#), one of the world's biggest media localization companies, providing dubbing, subtitling and access services in any language.

At the helm of her own ship, the Pink Skull, Pirata travels the Great Sea with her trusty crew in search of adventure. Her best friend Capitano, flies a red seaplane and joins them on their nautical explorations. Filled with adventure and humour, the series is an exciting quest for treasure, which also teaches viewers the importance of teamwork and friendship.



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Total Licensing Report
Online Weekly
10 May 2018
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LICENSE Today

THE LICENSING INDUSTRY'S THOUGHT LEADER GLOBAL

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**License Global Daily
Online
10 May 2018
Circ: 40,000**



LICENSING LINK EUROPE TO MANAGE UK LICENSING FOR PIRATA & CAPITANO



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Pirata & Capitano is fun, inventive and colourful. It's also groundbreaking. This is the first animation series to be fully produced in Global Illumination, using technology developed by Dwarf Studios – a process that models how light bounces off surfaces onto other surfaces (indirect light). Most animation only models light that hits a surface directly from a light source. The result of Global Illumination is cartoon lighting that is more realistic and lifelike.

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Licensing Link Europe to manage UK licensing for Pirata & Capitano



Licensing.DB
Online Daily
9 May 2018
Circ: tbc

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