

Temple Street's parent company, Sprout and D360 pact, Viacom & Prime Ent. deal

VIDEOAGE

Daily E-Beat

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New Parent Company for Temple Street

Temple Street Productions has formed a new parent company. [Boat Rocker Media](#), headquartered in Toronto with New York and Los Angeles offices, will serve as the parent brand for Temple Street. The global entertainment company creates, distributes and produces premium content and brands across all platforms. Consolidated under the Boat Rocker umbrella are: Boat Rocker Studios, under which Temple Street and other original content creation brands and divisions will live; Boat Rocker Rights; Boat Rocker Ventures; Boat Rocker Brands; and Boat Rocker Animation.

Development for Mercer Mayer's *Little Critter*

Mercer Mayer's *Little Critter* books, which have sold over 200 million copies worldwide, will be developed into a global entertainment property. An agreement was signed yesterday between Mercer Mayer and [Little Critter LLC](#) to develop the IP into a global entertainment brand. John R. Sansevere will spearhead the venture to create animated content for multiplatform distribution and to develop a strategic global licensing and merchandising program across a multitude of categories. A 3D version of Mayer's signature watercolor style is currently in development. The CG-animated series is set in the world of Critterville, featuring a diverse cast of animal characters, where old-fashioned family values reign with a twenty-first century twist.

Viacom Picks Up Prime Entertainment's Series

This week, Viacom Africa acquired [Prime Entertainment Group's Best of Fun](#) from the *Funny Clips* collection for its MTV channel. The clip series, produced in 2015, brings the Internet's unusual and comedic viral videos to television. Additionally, Viacom Russia snagged 50 episodes of behind the scenes series *Hollywood On Set* for its MTV channel, along with 60 episodes of *Zoom In*. These deals follow on the heels of Prime's deals with Viacom Latin America, Viacom Spain and Viacom Central Europe.

Bomanbridge, NBCU Asia Ink Deal

Singapore-based production/distribution agency, [Bomanbridge Media](#), announced a deal with NBCU for pan-Asian broadcast of Canadian cooking show, *Chef In Your Ear (CIYE)* on its Diva channel. *Chef in Your Ear* is a new stand-alone format about hands-off cooking. Every week, two award-winning chefs are challenged to deliver a dish prepared, cooked and plated by a complete kitchen novice while wearing an earpiece, and taking instructions - or not! NBCU acquired the finished Canadian program in fall 2015.

Sprout Picks Up D360's Yaya & Zouk

Toronto-based [Distribution360](#), a marblemmedia company, has sold its latest preschool property *YaYa & Zouk* to NBCUniversal's preschool network [Sprout](#). Produced by ToonDraw Productions in association with Société Radio-Canada and YOOPA, *YaYa & Zouk* is set to premiere in the United States early this year. The series follows the adventures of sister-brother duo YaYa and Zouk as they get themselves into hilarious situations exploring real and imaginary worlds through creative play. In addition, BBC Kids Canada acquired *The New Adventures of Figaro Pho*, and Houghton Mifflin Harcourt's SVOD service Curious World has acquired Victory Arts' mixed-media series' *Alphabet Stories*.

Reiner Moritz: VideoAge MIP-TV Issue's Hall of Fame Honoree

Germany's Reiner Moritz is *VideoAge's* MIP-TV Issue [International TV Distribution Hall of Fame honoree](#). Reiner is world-renowned for his arts programs that he now sells under the London-based Poorhouse International. His professional TV career spans 55 years and it's still going strong. Reiner will be the eighth TV executive to receive such an honor. The previous issues of *VideoAge* have honored such pioneers as Alan Silverbach (U.S.), Marcel Vinay Sr. (Mexico), Max Gusberti (Italy), Bruce Gordon (Australia), Herb Lazarus (U.S.), Pedro Leda (Argentina) and Cuban-born Armando Nuñez Sr. The International TV Distribution Hall of Fame was created by *VideoAge* to recognize and honor the contributions of pioneer in the international TV distribution business from all over the world who with their creativity, resourcefulness and professionalism created an industry responsible for the development of television as we know it today.

Up the Ladder: Warner Bros. Worldwide TV Distribution

- **Allen Etherton** has been promoted to senior vice president, Planning & Analysis, Warner Bros. Worldwide Television Distribution. A 10-year veteran of Warner Bros., Etherton has been responsible for the Worldwide Television Distribution Financial Planning and Analysis team, including all financial planning and analysis for the global television distribution businesses. Etherton will continue to report to Andy Lewis, executive vice president, Finance & Contract Administration, Warner Bros. Worldwide Television Distribution.

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admin@videogameinternational.com