



DQ Entertainment (International) Ltd

DQ Entertainment ("DQE") and Rai Com to co-produce 'Pio The Chick'

DQ Entertainment, the global entertainment production and distribution company, is pleased to announce that it will be teaming up with Italian public broadcaster Rai Com ("Rai"), to co-produce a new animated series called "**Pio The Chick**", based on a successful online property.

The principal terms of this deal have been agreed by both parties at the recently concluded MIPCOM in Cannes and the final agreement is expected to be signed imminently. This will be first time DQE and Rai will partner to co-produce an animated TV series and also the first time that Rai has gone into production of original content as a purely commercial venture, specifically conceived for the international market.

The series is about the adventures of the plucky little chick Pio and his friends, and will feature a strong musical element. DQE will be doing the entire animation of the series which is expected to go into production soon and will be ready by 2016.

In 2012 "Pio The Chick" became a hit radio song and then a viral web phenomenon through a series of remixes that made it into the single charts in Italy, Germany, France, Spain, the Netherlands and various other European countries. In various forms, it has generated more than 400 million hits on Youtube to date.

"We've changed our business model," enthused **Luigi De Siervo from Rai Com** "We wanted to create a new product that would allow us to generate revenue globally from all licensing rights, including merchandising."

This deal further validates DQE's capabilities in producing world class content and the trust our partners around the world have on us. "

About DQ Entertainment

DQE is a global entertainment group with its production and distribution bases in Ireland, India, France, Manila and US, specializing in animation, gaming and VFX content production, licensing and distribution. DQE employs a large creative and production talent pool which has produced intellectual properties such as The Jungle Book, Charlie Chaplin, Peter Pan, Iron Man, Casper, Little Prince, Lassie, Robin Hood and other properties, in partnership with international broadcasters, distributors and independent producers in Europe & USA. DQE



is an Emmy winning production company and won the 'International Studio of the year 2012" at Cartoons on the Bay, Italy.

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