



## **Galleon takes Apollo's Pad to MIPTV**

- First episode of new series being previewed at MIPTV
- Successful run of episodes in Summer 2009
- Co-production agreement with Lenz Entertainment
- 26 new episodes commissioned
- Series already sold to Canadian broadcaster Bite TV

Galleon Entertainment is bringing the first episode of the new series of Apollo's Pad, the young adult puppet based sitcom, to MIPTV to meet with prospective broadcasters.

The show (26 x 11') is mid production with Bite TV in Canada, and Bite TV has already committed to airing the series in autumn 2010.

Apollo's Pad is focussed on the trials of Apollo, an aging disco dude trying to keep his seedy bar afloat while competing with glitzy competitors, a returning wife who has recently discovered religion, a son who wants to be a rapper, a friend who has taken more drugs than a rock band, and staff who would prefer to be somewhere else.

### **Len Dunne, Executive Producer at Galleon for the series said:**

*"New innovations have been introduced to the property following its successful launch online including steady cam, exteriors and an extended cast. The original webisodes were gag based so it was imperative that we got to the laugh without hesitation to retain viewers. With the longer form for the TV series we have been able to flesh out the characters and introduce strong story lines. We instigated a writer's room which enabled us to create some great storytelling and strengthen the comedy."*

The production team, led by creative producer Jason Hopley (creator of 'The Meaty Boy's' for Nick at Nite) has worked on Apollo's Pad over a two year period. It was initially produced with over 90 minutes of online gag based comedy which was bundled and aired by Bite TV as interstitials. Following this, the decision was taken to move to long form.

### **Jack Lenz, CEO of Lenz Entertainment, added:**

*"Our talented production staff are very excited about producing Apollo's Pad with Bite TV and Galleon. We are forever expanding our TV portfolio and Apollo's Pad offers a new opportunity that we are keen to seize."*

- Ends -

### **Enquiries:**

#### **Galleon Holdings plc**

Len Dunne, Managing Director (Please contact at MIPTV)

[www.galleonplc.com](http://www.galleonplc.com)

Tel: 07958 745432

#### **Redleaf Communications**

Rebecca Sanders-Hewett / Mike Ward

[Galleon@redleafpr.com](mailto:Galleon@redleafpr.com)

Tel: 020 7566 6700



## Notes to Editors:

Galleon retains 100% of the Apollo's Pad IP and all distribution rights outside of Canada. The format was created by Stephen Green and Len Dunne, Galleon's CEO and MD. Dragonfruit Studios manages the US rights for Apollo's Pad as well as the global digital rights.

**Bite TV**, owned by GlassBOX Television Inc., has led the way in defining a new generation of multi-platform interactive television services. Bite TV features comedy, pop culture and music programming and is targeted to males aged 18 – 49, with a strong focus on the 18-34 year olds. Winner of the coveted International Interactive Emmy Award for Best Interactive channel, Bite TV is available on cable, satellite, IPTV and mobile platforms.

**Lenz Entertainment** is a world-renowned music and television production company that provides diversified creative services to the entertainment industry. The company's film and television production portfolio is expanding rapidly with a variety of successful projects including lifestyle and children's properties.

**Galleon Holdings plc** creates and distributes multi-platform branded entertainment properties focused on the emerging markets, in particular China and South East Asia. The entertainment properties are designed to establish a direct, interactive relationship with the viewer.

Television in China reaches approximately 98% of the population of 1.3 billion. Mobile phone penetration is also high, with over 500 million subscribers and with over 300 million people online, China is now the largest online market in the world. Huge TV audiences and growing interactive platform access presents a substantial opportunity for Galleon to benefit from the popularity and demand for interactive entertainment and game shows. China is forecast to become the world's fifth largest advertising market.

In October 2007 Galleon acquired Phoenix, a Hong Kong based media solutions company, which specialises in the provision of interactive broadcast television services that enable broadcasters in China and South East Asia to provide interactive entertainment for audiences to access through TV, online and mobile.

In February 2008 Galleon acquired Yunbo, a mobile service provider in China, strengthening the Company's ability to provide Chinese broadcasters with a complete media solution for multi-platform entertainment. Galleon now has total control over the interactive content, its delivery to the consumer, data capture and the billing process.

Galleon develops entertainment formats for children, families and young adults. These include:

- Super Soccer Star – an interactive family targeted football talent show, produced in association with Chelsea Football Club. The show has aired successfully in China and Malaysia. Format rights have been sold for Eastern Europe, Scandinavia, Turkey, India, Middle East and Vietnam to partners including IMG and Media Star Global.
- Skunk Fu! - a comedy action animated TV show for kids aged 6-11 which airs in 100+ territories including Cartoon Network(US), the BBC(UK), Disney Latin America, Cartoon Network Asia and Super RTL(Germany).
- Apollo's Pad – a multiplatform young adult sitcom that airs on Bite TV in Canada and includes a content rich online offering.
- Sokator-442 - a multi-player intergalactic football (soccer) management game that combines tactical thinking with fantasy/sci-fi gameplay.

**GlassBOX Television Inc.** ([www.glassbox.tv](http://www.glassbox.tv)) operates cross-platform broadcast and VOD channels that engage audiences across the globe with targeted, multiple content streams. GlassBOX's first channel Bite TV ([www.Bite.ca](http://www.Bite.ca)) has led the way in defining a new generation of multi-platform interactive television services. Bite TV's sister station AUX is Canada's first and only interactive, cross platform channel dedicated to emerging and diverging music.