

News

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Spain's Imagina enters animation

Sales company picks up 'Never Ending Tales'

By EMILIANO DE PABLOS, JOHN HOPEWELL

ANNECY -- In a welcome boost to Spain's toon industry, Imagina Intl. Sales, Spain's top TV/movie sales house, is entering animation.

Created 2007 by the merger of Spain's Arbol Group and Mediapro, Imagina, which kicked off with 3,000 hours of TV programs, almost inevitably carries toons in its catalog, such as "Mafalda," a one-minute filler series made in 2000. But, in its first deal on an in-the-works TV toon series, Imagina has taken international rights outside Spain to "Never Ending Tales," 26 10-minute stories produced by OQO Filmes in Galicia.

As traditional sources of finance for animation within Spain become ever more difficult to tap, the willingness of Spain's biggest sales house to make third-party pickups for the international market is significant.

According to Geraldine Gonard, IIS sales director, animation can rep a growth area for IIS.

"As we work with TV stations all over the world, it's very important as a sales agent to offer a wide range of product and programming solutions, focusing on quality original product," Gonard said at Anncy.

With 23 segs completed, "Tales" draws on children's books published by OQO. "Tales" marks OQO's first TV production.

Each book has a contempo author adapting traditional tales from around the world for 3 to 7-year-olds.

Segs have been animated in realist HD 2D stop-motion carried out at OQO's studios. Puppets and design vary according to the episode. One, "A Cat in the Tree," competes at the Anncy Animation Festival in its TV Series category.

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