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ohm:tv

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Press Release

for immediate release

ohm:tv goes Loko

New animation channel to be launched on YouTube

ohm:tv's, Barcelona based Digital Media division is strengthening its cross-platform portfolio by launching the animation channel **Loko**, a purpose created channel for YouTube and the first channel dedicated to edgy animation series geared towards teenagers and young adults.

Loko is defined as a comedy lab featuring cult series and the newest animation brands from independent animation studios from around the world. It will be home to the edgiest and most colourful animation characters from popular mobile and web series. Programming highlights include: Petey & Jaydee, Toymatters, Crash Test Dummies Off Work, The Adventures of Wankboy and My Teddy Bear Is Trying To Kill Me.

The **Loko** brand will also be launched as a Mobile TV channel, a branded WAP portal, on various VOD platforms and available as branded TV slots.

Hans Spielthener, Managing Director, ohm:tv comments, " We believe that the Loko Channel will appeal very strongly to a media savvy audience of teenagers and young adults. It is increasingly difficult to reach this age group via traditional media, and YouTube is the ideal platform to launch a project of this kind and interact with our target audience."

About ohm:tv

ohm:tv defines the relationship between powerful programming ideas, excitement, current programming needs and resistance against boring TV.

Based in Cologne and Barcelona ohmtv provides innovative tv formats, animation series and mobile phone content.

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