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For Immediate Release

14.02.05

DISCOVERING THE WORLD OF BJORN BEAR

Cologne – Ohm:tv's latest animation series **Bjorn Bear** has been licensed to UK based Discovery Kids it was announced today by Joris Eckelkamp, Managing Director, ohm:tv.

The series of 39 seven-minute episodes is produced by Swedish Animation House Happy Life and is co-produced with WDR who holds the rights for German speaking territories and Swedish SVT who holds the Scandinavian rights.

Based on the children's books of "Pettersson & Findus" creator Sven Nordqvist, **Bjorn Bear** follows the adventure of a curious bear who constantly finds strange and mysterious human household objects and tries to figure out what they're for.

Discovery Kids is a channel that empowers kids to explore their world. It is a playground for young minds – the place where children can satisfy their curiosity and learn about life while having fun. Discovery Kids brings the exciting promise of the Discovery brand to all children from pre-school to 12 year olds. Discovery Kids airs in the UK & Eire on Sky Digital and NTL between 0600 and 1800.

Lucy Pryke, Commissioning Editor at Discovery Kids: "Bjorn Bear is delightful! His funny, simple nature and bumbling yet positive approach to life will make children as well as adults immensely fond of him."

Bjorn Bear the animated TV series is set to thrill and fascinate young and old alike. Alongside a winding road next to the woods lives a small bear with a striped cap and a curious mind, and if you live there you are bound to find all sorts of things that people drop. At least that's what Bjorn Bear does. Once in a while he finds a new gadget, or a device, or a weird thingy and he just won't stop until he has found out what it is and what it does – even if it takes all day!

About ohm:tv

"The amount of current flowing in a circuit made up of pure resistances is directly proportional to the electromotive forces impressed on the circuit and inversely proportional to the total resistance of the circuit."

Ohm's Law defines the relationships between power, voltage, current, and resistance.

ohm:tv is there to define the relationship between powerful programming ideas, excitement, current programming needs and resistance against boring TV.

ohm:tv, based in Cologne and Vienna, is providing innovative tv formats, Interactive programmes and mobile phone content.

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