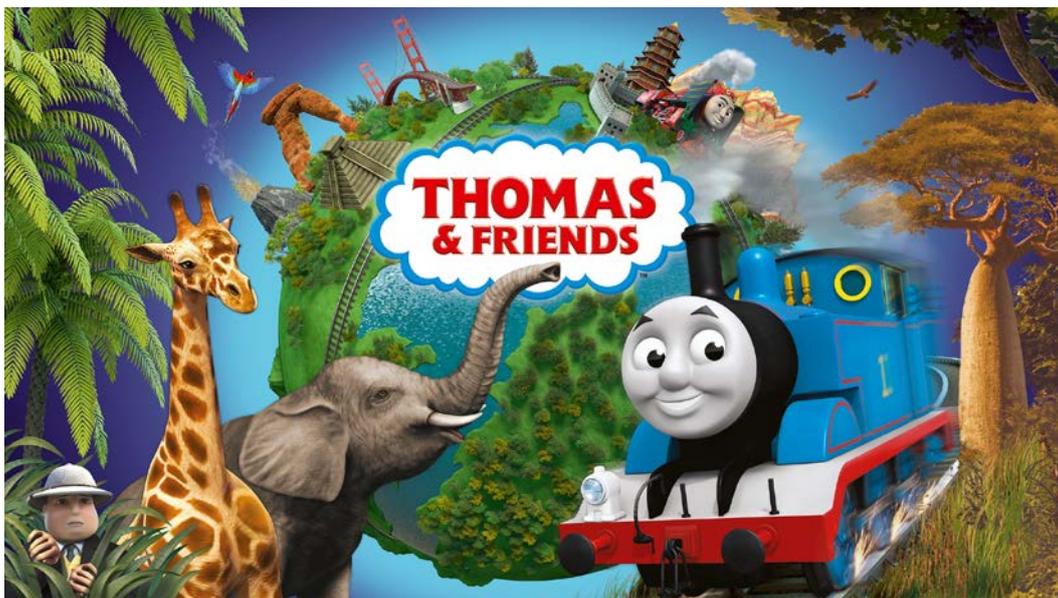


Press Release**NEW “THOMAS & FRIENDS™: BIG WORLD! BIG ADVENTURES!” SERIES
ANNOUNCED AS 2017 MIPJUNIOR WORLD PREMIERE TV SCREENING**

FIRST CHANCE TO SEE NEWLY REVAMPED SHOW SET TO LAUNCH IN 2018



Paris, 24 July 2017 – [MIPJunior](#) today announces that the first 2017 MIPJunior World Premiere TV Screening will be **“Thomas & Friends™: Big World! Big Adventures!”** produced and distributed by Mattel Creations. The Junior premiere which is usually reserved for debuting series, will mark the grand unveiling of a huge transformation in content for the world-famous children’s show.

“Thomas & Friends™: Big World! Big Adventures!” (26 episodes x 11mins) sees iconic train engine Thomas traveling farther than ever before, taking kids on a journey of wonder and curiosity as he adventures around the world to experience new countries, learn about other cultures and, of course, make new international friends along the way. The show will have a more modern feel and increased global appeal for preschool viewers.

In addition to Thomas’ expanded adventures, audiences will also enjoy seeing several aspects of the show that have been evolved to appeal to contemporary viewers: An all-new format series, faster-paced plots, increase in humour, more action and adventure-based storylines with several new fantasy and musical elements.

Mattel’s Chief Content Officer, Catherine Balsam-Schwaber, says: *“We are delighted to receive a World Premiere TV Screening at Reed MIDEM’s MIPJunior, which is the perfect platform to showcase how Thomas is evolving with a newly refreshed series. The updated format will make Thomas & Friends content more entertaining, inclusive, meaningful and global, whilst ensuring all the favourite characters and storylines that fans around the world love remain at the heart of the action.”*

"We feel so privileged to showcase the new version of Thomas & Friends at MIPJunior!" says Lucy Smith, Director of MIPJunior. "It's such an iconic brand and TV show with a strong international presence and that's very inspirational for our audience."

Thomas the Tank Engine™ was created over 70 years ago and that story quickly grew through content to become the award-winning global brand franchise it is today, with multiple touch-points and formats, including apps; toy consumer products; publishing; live attractions and much more.

The exclusive premiere will unveil brand-new content from the forthcoming series, as well as a behind-the-scenes peak of the production alongside a Q&A with the creators and producers of the show. MIPJunior delegates will be amongst the first to see the full, remarkable makeover of Thomas & Friends™ plus many more surprises at the World Premiere on [Saturday 14th of October 2017 at 18:00](#) followed by the official opening party.

About Reed MIDEM

*Founded in 1963, Reed MIDEM is an organiser of professional, international markets that are essential business platforms for key players in the sectors concerned. These sectors are MIPTV, MIPDOC, MIPCOM, MIPJUNIOR in Cannes, MIP China in Hangzhou and MIP Cancun in Mexico for the **television and digital content** industries; MIDEM in Cannes for **music** professionals; Esports BAR in Cannes and in Miami for the **esports** business; MIPIM in Cannes, MIPIM UK in London, MIPIM Asia Summit in Hong Kong and MIPIM PropTech Summit in New York for the **real estate** industry; MAPIC in Cannes, MAPIC Russia in Moscow, MAPIC Italy in Milan, MAPIC China Summit in Shanghai and IRF brought by MAPIC in Mumbai for the **retail real estate** sector.*

About Reed Exhibitions

Reed MIDEM is a division of Reed Exhibitions, the world's leading event organiser, with over 500 events in 43 countries. In 2015 Reed brought together over seven million active professionals from around the world generating billions of dollars in business. Today Reed events are held throughout the Americas, Europe, the Middle East, Asia Pacific and Africa and organised by 41 fully-staffed offices. Reed Exhibitions serves 43 industry sectors with trade and consumer events. It is part of the RELX Group plc, a world-leading provider of information solutions and analytics for professional and business customers across industries. www.reedexpo.com

REED MIDEM PRESS CONTACTS

Jane GARTON, Entertainment Press Director: [+33 1 79 71 94 39](tel:+33179719439) > jane.garton@reedmidem.com

Philippe LE GALL, Press Manager: [+33 1 79 71 96 48](tel:+33179719648) > philippe.legall@reedmidem.com

Yassia FEKIR, PR: [+33 1 79 71 95 82](tel:+33179719582) > yassia.fekir@reedmidem.com

Edith YAHIAOUI, Press Officer: [+33 1 79 71 94 34](tel:+33179719434) > edith.yahiaoui@reedmidem.com