



**FOR IMMEDIATE RELEASE – 16.03.2012**

### **2<sup>nd</sup> High Five Cross-Media Content for Kids Gets Go Ahead**

Following on from the success of the first High Five Cross-Media Content for Kids 2010-11, Nordisk Film & TV Fond announced yesterday at BUFF:ff that it has given the go-ahead for a second edition which will run from November 2012 to March 2013. The project will again be conducted in collaboration with the internationally-renowned UK cross-media experts Power to the Pixel.

High Five Cross-Media Content for Kids was initiated two years ago to respond to the rapidly evolving digital environment and the new ways in which children engage with stories on platforms and devices other than the traditional film and television formats. The goal of this initiative is to develop six to eight strong Nordic cross-media projects with stories that extend to other media platforms besides cinema, DVD and TV. Each project has the opportunity to secure NOK225.000 in development support.

The project teams will be mentored by international experts during the development process until the projects are presented in March 2013 in Malmö, Sweden, in connection with The BUFF Financing Forum. The projects must be aimed at children's target groups: 3-6, 7-10 or 11-13. The Fund strongly encourages collaborations across the Nordic borders and across the film, TV, game and interactive industries to create the most innovative and adventurous cross-media content for Nordic children.

Seven projects were supported as part of the first High Five Cross-Media Content for Kids 2010-2011 initiative. Several are either in development, production or available on the market. Those include Iceland's *Legends of Valhalla* (Caoz), Denmark's *Marco Macaco* (Nice Ninja) and Norway's *Sunshine Kathy* (Kool Production). The feature film ***Legends of Valhalla-Thor*** was released in Iceland in 2011, supported by strong merchandising, and the film became the best-selling Icelandic film of the year. The Facebook game launched last November while the virtual online world is scheduled for delivery in November 2012. E-books and mobile Apps have also been produced. ***Marco Macaco*** was developed as a feature film project by Jan Rahbek scheduled for theatrical distribution in Denmark on October 11, 2012. It evolved as cross-media content available as a TV series, viral shorts, mobile Apps and games, e-books and even a live event. ***Sunshine Kathy*** was conceived as a TV series for pre-school kids and was further developed as a web game, iPhone/iPad Apps, and e-books. The TV series and web game have already launched on NRK and will arrive this month on DR.

Hanne Palmquist, CEO of Nordisk Film & TV Fond said:

"High Five Kids 2012-2013 is rolling. I am very pleased about that and already looking forward to seeing the incoming applications. The good results of our first round had to do with the concept of combining development cash grants with international expert coaching. With the experience we have now and by once again collaborating with such a professional partner as Liz Rosenthal and Power to the Pixel, I believe we can make an even better and more successful '*second time around*'".

Liz Rosenthal, Founder & CEO of Power to the Pixel said:

"We're honoured to be collaborating with Nordisk Film & TV Fond once again on this essential and innovative programme. As children and younger audiences experience stories in new ways we are excited about working with the best of Nordic talent to extend the life and value of TV and film properties."

**For full details and information about application deadlines and guidelines, check:** [www.nordiskfilmogtvfond.com](http://www.nordiskfilmogtvfond.com) - High % Kids 2012-13 or <http://www.nordiskfilmogtvfond.com/index.php?sid=89&ptid=2>

**For further information please contact:**

Hanne Palmquist, CEO Nordisk Film & TV Fond: [hanne@nordiskfilmogtvfond.com](mailto:hanne@nordiskfilmogtvfond.com) / +47 6400 6080 - [www.nordiskfilmogtvfond.com](http://www.nordiskfilmogtvfond.com)



Liz Rosenthal, CEO Power to the Pixel: [liz@powertothepixel.com](mailto:liz@powertothepixel.com) / +44 (0)20 7535 6720 - [www.powertothepixel.com](http://www.powertothepixel.com)

