

iTeddy sets up raft of new deals



The makers of interactive teddy bear iTeddy have inked a number of deals with childrens TV producers that will allow kids to watch shows such as *Noddy* and *Bob the Builder* via the toy.

iTeddy is a plush toy with a multimedia screen that can be connected to the internet via a USB port and has a dedicated website. Parents can download cartoons and videos online and transfer them to the bear.

The company has secured deals with producers including Chorion and Abbey Home Media, which produces *MacDonald's Farm*, while Hit Entertainment is also expected to sign up soon. iTeddy is using online video service provider British Internet Broadcasting Company (BiBC) to negotiate the TV programme deals.

Imran Hakim, founder of iTeddy, said that the toy is initially being launched in the UK, with retailer Argos having sold out its initial shipment, and he is negotiating deals in France, Korea and South Africa, with a deal done in Hong Kong. "There's no geographic or language barriers with the iTeddy. It has the same appeal for someone in the Middle East and Russia," he added.

The Likeables strike card deal

Animated soccer series *The Likeables*, the official cartoon of the FA Premier League, is set to be turned into videogame and trading cards after producer Animated Adventures and Pictures inked a deal with licensing agent LMI.

LMI CEO Andrew Maconie said: "For certain categories such as trading cards and stickers we can't use the Premier League logo but outside of that we can and that's an added bonus. Football sells." As well as the four main license areas, Maconie added that it would look to secure clothing deals.

An international deal for the show, which follows a team of soccer ball shaped aliens, is also close to being unveiled, which will include worldwide TV and licensing arrangements.

Joella signs BBC for Ernie sales



UK independent producer Joella Productions has appointed BBC

Worldwide as the international programme sales and merchandising agent for its preschool 26x12mins CGI series *Underground Ernie*.

The series, which is voiced by TV presenter and former England footballer Gary Lineker, airs on the BBC's digital kids channel CBeebies. In this year's *TBI Programming Survey* (see p22-25) the channel listed it as its most popular show in 2006.

BBC Worldwide has taken international programme sales, merchandising and DVD rights and will be pushing the property at MIPCOM.

News

Heroes becoming a videogame



NBC Universal's hit sci-fi drama *Heroes* is set to be turned into a videogame after the company inked a deal with developer Ubisoft. The third person action game, made for consoles and PCs, will launch in late '08.

Mattel recalls 436,000 *Cars'* toys

Toy giant Mattel has recalled 436,000 *Cars'* toys worldwide after finding "impermissible levels of lead". Some 253,000 toys, made from the Pixar movie, have been recalled from the US and 183,000 internationally.

Domo deals done



Domo-kun, Japanese broadcaster NHK's mascot, is set to be made into a range of mobile phone accessories and canvas posters after rights company Entara struck a raft of licensing deals. Entara signed an agreement with The Monster Factory for accessories and ID-Wall for the screen printed posters. Domo is set to be turned into a series of short-form animated cartoons by Nickelodeon later this year.