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the WotWots to air on Al Jazeera's Children's Channel

The internationally successful children's animation series, *the WotWots*, will soon be seen on Baraem TV, the dedicated pre-school screen of Al Jazeera Children's Channel. Scheduled to air in a prime time slot in 2011, the WotWots is a colourful, energetic and entertaining 52 x 10 minute series.

Baraem TV is the first Arabic television channel for pre-school children offering a wide range of programs specifically tailored for them. Through joyful, simple and informative content, Baraem TV educates the young audience and facilitates their safely interaction with the surrounding world. Baraem TV programs along with the interactive website (baraem.tv) content are specifically designed to aid mothers, nurseries and kindergarten teachers by providing them with an array of innovative child engaging ideas and tools for their everyday activities.

Launched in New Zealand on TVNZ in 2009, *the WotWots* has become one of the country's most loved pre-school properties and is currently seen on TV2 and TVNZ6 daily. *the WotWots* arrived in Australia in 2009 on ABC1 and ABC2 with Australian pre-schoolers embracing SpottyWot and DottyWot, placing the series in the top 7% of programming for the 0-4 demographic for the year. *the WotWots* airs daily on ABC For Kids on 2, the country's leading broadcaster for pre-schoolers.

The series launched in Canada on Treehouse in February 2010 and is already enjoying great ratings success, immediately placing the *WotWots* in their top 10 programmes in only its first eight weeks on air. *the WotWots* will have its US premiere on The Hub, a joint venture between Discovery Communications and Hasbro, Inc later this year. Upon its launch on October 10, 2010, The Hub will be seen in 60 million households throughout the United States of America.

Richard Taylor, co-founder of Weta Workshop, said "We are delighted Al Jazeera Children's Channel's Baraem TV has picked up the series. Pre-schoolers all over the world are very fond of our lovable alien siblings so we are confident the series will be a success in the Middle East".

the WotWots

the WotWots follows the adventures of two adorable siblings from outer space, SpottyWot and DottyWot. These delightful creatures come to explore planet earth in their steam-powered spaceship and arrive in the middle of a zoo. The series was filmed in Australia and New Zealand with all the adventures built on one central ingredient which defines the series – the joy of learning and discovery. *the WotWots* is produced by **Pukeko Pictures** and made at Richard Taylor's **Weta Workshop**. Pukeko Pictures is a partnership between Academy Award winner Richard Taylor, the co-founder and creative lead of Weta Workshop (*Lord of the Rings*, *King Kong*), and internationally acclaimed author and children's television creator, Martin Baynton. Taylor and Baynton previously teamed up to create the award winning children's program, *Jane and the Dragon*.

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