



## Nickelodeon & eOne Partner on New Animated Transformers Series

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Nickelodeon, the number-one network for kids, and eOne have partnered to co-produce an original animated *Transformers* series (26 half-hour episodes), based on the iconic global property. In the action-comedy series, a new species of Transformers must find their place and purpose among Autobots, Decepticons, and the human family that adopts them. The series will premiere exclusively on Nickelodeon in the U.S. before rolling out internationally.

"As soon as I read the creative concept, which at its core is about family, I knew we absolutely had to tell this story with our good friends at eOne and Hasbro," said Ramsey Naito, President, Nickelodeon Animation. "The series will tell a reimagined story featuring both original characters and fan-favorites for a whole new generation of kids and families. The creative team at Nick, overseen by Claudia Spinelli, SVP of Animation Development, can't wait to get started on building this new world."

"We're thrilled to be working with Nickelodeon to expand the Transformers animated universe and bring an all-new more than meets the eye story to life," said Olivier Dumont, eOne's President of Family Brands. "This new series is a fresh creative take on the brand, which will excite longtime fans around the world and soon to be fans alike, all being introduced to the robots in disguise by an A list creative team led by eOne's Mikiel Houser."

Hasbro launched *Transformers* in 1984 as a toy line and animated series. Its success led to an animated movie in 1986, many future toy lines, and a series of live-action movies.

The all-new animated *Transformers* series is executive produced by Ant Ward (*Rise of the Teenage Mutant Ninja Turtles*), and Nicole Dubuc (*Transformers: Rescue Bots*) and developed and co-executive produced by Dale Malinowski (*Rise of the Teenage Mutant Ninja Turtles*). Produced by Nickelodeon Animation Studio, the series is developed for television by Spinelli and Dana Vasquez-Eberhardt, Senior Director, Current Series and Development, Animation. Production will be overseen for Nickelodeon by Conrad Montgomery, Vice President, Current Series, Animation and for eOne by Mikiel Houser, Director of TV Development.

The forthcoming *Transformers* co-production is part of Nickelodeon's strategy to be the home of the biggest franchises kids and families love, and it expands Nickelodeon's growing portfolio of influential properties that already includes *SpongeBob SquarePants*, *PAW Patrol*, *Teenage Mutant Ninja Turtles*, *Blue's Clues & You!*, the first-ever *SpongeBob* spinoff, *Kamp Koral: SpongeBob's Under Years*, the all-new animated *Star Trek: Prodigy* series and the recently announced *The Smurfs* partnership.

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