



## Bean is Back

- Tiger Aspect Kids & Family's *Mr Bean: The Animated Series* is returning for a fourth season-

**London, Thursday 4 January 2024:** Tiger Aspect Kids & Family (a Banijay Kids & Family company), today announces its hit comedy, ***Mr Bean: The Animated Series***, has been commissioned for a fourth run, in partnership with Warner Bros. Discovery and ITVX, through deals agreed by Banijay Rights.

Executive produced and voiced by Rowan Atkinson, season 4 will comprise 52 x 11' episodes, bringing the total number of episodes across all series to 182 x 11-minutes. It will air on Cartoonito and HBO Max across EMEA, on Warner Bros. Discovery's kids channels and streaming services across South East Asia and South Asia, and on ITVX Kids in the UK and Eire from 2025, which will be the 35<sup>th</sup> anniversary of the first live-action episode. The animation follows the antics of Mr Bean and of course Teddy, as they embark on a series of adventures, making plenty of mischief along the way.

**Rowan Atkinson says:** "I have always enjoyed this iteration of the Mr Bean character and the particular freedoms he has in animated form. We can take him into space or down a tin mine, without me personally having to suffer the consequences. The animation process creatively is always fascinating and I'm looking forward to getting stuck into the new series very much."

**Tom Beattie, MD Tiger Aspect Kids & Family/Series Producer says:** "It's a real pleasure to have the opportunity to go back to such a special series. Mr Bean is an iconic comedy legend and it's an honour to work with Rowan to create this physically funny series."

**Cathy Payne, CEO Banijay Rights says:** "One of the most loved characters in television comedy history, Mr Bean's amusing escapades are cherished by children and families across the world. So we're thrilled to continue our long-standing partnership with Warner Bros Discovery and ITV on this wonderful animated series which captures Bean's world so brilliantly."

**Zia Sands, Lead Content Acquisitions, Partnerships & Co-productions, KIDS, EMEA, Warner Bros Discovery** says: "We're thrilled to continue our long standing partnership with Mr Bean, making Cartoonito its home across EMEA alongside our kids channels and streaming services in South and South-East Asia. Mr Bean's comedy antics continue to resonate universally, and we are excited to bring our audiences more of what they love."

**Darren Nartey, Senior Acquisitions Manager for Film and Kids at ITVX** says: "We are so looking forward to welcoming back a British icon to ITVX Kids in 2025, and can't wait to share more of Mr Bean's unique sense of humour with the young and the young-at-heart."

Mr Bean is a British icon, with the original live-action series first hitting screens in 1990. It has since been broadcast in 195 territories, with the series in continual distribution for over 30 years. Co-created by Rowan Atkinson and Richard Curtis, the eponymous hero was played by Rowan Atkinson, who now voices the globally successful animated series, which launched in 2002. The brand also attracts significant digital audiences, with over **140 million followers** on Meta, making it the biggest TV brand on the platform; over **72 million subscribers** and **19 billion lifetime views** across official YouTube channels; **10 million followers** on Instagram; and **14.2 million likes** on TikTok.

Produced by Tiger Aspect Kids & Family (part of Banijay Kids & Family), MD Tom Beattie is Exec Producer along with Rowan Atkinson. Dave Osborne will direct the series, Arnold Widdowson is producer and the head writers are Ciaran Murtagh and Andrew Barnett Jones.

Led by Benoît Di Sabatino, Banijay Kids & Family is part of media and entertainment powerhouse Banijay.

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## **About Banijay**

Launched in 2008, media and entertainment powerhouse, Banijay, is home to over 130 production companies across 21 territories, a multi-genre catalogue boasting over 180,000 hours of original standout programming, and a complementary live entertainment business – Banijay Events.

Imagining and delivering high-quality, multi-genre IP that was born locally and travels globally, the business offers the best stories told the best way, and represents some of the biggest global brands in the market including *Survivor*, *Big Brother*, *Peaky Blinders*, *MasterChef*, *Rogue Heroes*, *Marie Antoinette*, *Mr Bean*, *Love Triangle*, *Hunted*, *The Summit*, *Black Mirror*, *Blow Up!*, and *Starstruck* among others.

Built on independence, creative freedom, collaborative entrepreneurialism and commercial acumen, the company, operates under the direction of Chief Executive Officer, Marco Bassetti. It is under his leadership, the business has grown to reach €3.2bn in revenues and €472m in EBITDA for 2022.

## **About FL Entertainment**

FL Entertainment Group is a global entertainment leader founded by Stéphane Courbit, a 30-year entrepreneur and entertainment industry pioneer. Our mission is to inspire passion by providing audiences with engaging and innovative entertainment experiences. The Group's activities include content production & distribution (through Banijay, the world's largest independent producer distributor and online sports betting & gaming (through Betclix, Europe's fastest-growing online sports betting platform). In 2022, FL Entertainment recorded revenue and Adjusted EBITDA of €4,047m and €670m respectively. FL Entertainment is listed on Euronext Amsterdam (ISIN: NL0015000X07, Bloomberg: FLE NA, Reuters: FLE.AS).

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