



## ITV STUDIOS GLOBAL ENTERTAINMENT IN PARTNERSHIP WITH NEW ZEALAND'S PUKEKO PICTURES UNVEILS DIGITAL DEVELOPMENTS FOR *THUNDERBIRDS ARE GO*

*Partnership with BeyondTheStory will see launch of new  
Thunderbirds Are Go interactive reading app in October 2015*

**LONDON, UK – FEBRUARY 17, 2015 – ITV Studios Global Entertainment (ITVS GE)** continues to accelerate its licensing drive for the highly anticipated boys' action adventure series *Thunderbirds Are Go*, with news today of digital developments ahead of the show's broadcast debut this Autumn.

In partnership with New Zealand's **Pukeko Pictures**, the co-producers of *Thunderbirds Are Go*, ITVS GE has teamed up with innovative digital company **BeyondTheStory** – a leading provider of rich, interactive storytelling apps, 3D books and eBooks - to produce exciting new digital content that will support the upcoming *Thunderbirds Are Go* TV series.

This engaging app will give fans of all ages the opportunity to extend their viewing experience of the *Thunderbirds Are Go* TV series while also encouraging younger players to learn and read in an entertaining way. By gamifying the reading experience, BeyondTheStory's innovative technology enables new ways of learning and interaction for children to enjoy both individually and together with the family.

**Natalie Harvey, VP of Retail, Promotions and Digital at ITVS GE** remarks, "We're delighted to be working with BeyondTheStory. Their specialism with media-rich and interactive technology lends itself perfectly to *Thunderbirds Are Go* and this app will give fans a unique way to connect with the series between episodes and beyond. It's important for us to reach audiences of all ages through a variety of media platforms, enhancing the offering we're making with thunderbirds.com; and this exciting deal will no doubt delight both young audiences and fans of the original *Thunderbirds* show."

**Jen Porter, CEO of BeyondTheStory** comments "We are proud to be working with the best of British and New Zealand film and entertainment talent, creating one unified experience across multiple devices, multiple geographies and multiple languages. The new technologies we bring to the table are outstanding - never before experienced on a tablet, however the really unique story is that everyone involved in the making of this series is an ardent fan, and it is this blend of technical and creative passion that will make both the television and episodic app series an outstanding experience for children around the globe."

Debuting on TV screens from this Autumn in Australia and New Zealand, *Thunderbirds Are Go* is produced using a unique mixture of CGI animation and live-action miniatures. The new series aims to bring the Thunderbirds brand to a new generation of children aged 5-11 years and to new international audiences.

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**About ITV Studios Global Entertainment**

ITV Studios Global Entertainment (ITVS GE) is one of the world's leading international TV distribution and consumer products businesses. The consumer products division brings together home entertainment, promotions, licensing and publishing under one umbrella, with the merchandise and publishing operation bringing brands to life off screen, working with licensed partners and retailers to bring quality products to consumers. ITVS GE's successful and diverse portfolio includes ITV Studios brands like the new, ground breaking reimagining of Thunderbirds, *Thunderbirds Are Go*, *Classic Thunderbirds*, *Hell's Kitchen USA* and *Come Dine With Me* and properties such as *Super 4*, *Playmobil®*, *Cut The Rope*, *Matt Hatter Chronicles*, *Digimon Fusion* and *Village People* for which ITVS GE acts as agent.

Part of ITV PLC, which includes the UK's largest commercial broadcaster, ITV Studios Global Entertainment has offices in London, Hong Kong, Los Angeles and Sydney.

**About Pukeko Pictures**

Pukeko Pictures is an independent entertainment production company focused on the development and production of excellent quality multi-platform entertainment for a global audience. Pukeko Pictures was formed in 2008 by Sir Richard Taylor, Tania Rodger and Martin Baynton, and is located in Wellington, New Zealand. With a connection to the world famous Weta Workshop (*Avatar*, *King Kong*, *Lord of the Rings*), Pukeko Pictures is uniquely positioned in the creation of world-leading entertainment, harnessing the best in global talent and world-class production processes.

**About BeyondTheStory**

BeyondTheStory is a New Zealand London-based UK digital company, a master of rich, interactive storytelling. Since its migration to the UK in 2009, BeyondTheStory has been perfecting its breakthrough technology to meet the imperative that screens must be interactive and media rich. It has developed the first automated software platform, *Publisher+* that enables fast and cost effective production of interactive 3D books, eBooks and apps. BeyondTheStory apps are available on the App Store, and eBooks on the iBookstore.