

Rock It! rolls out internationally



Galaxy Pop's Gian Christian and Dina McPherson: meeting decision-makers

AUSTRALIAN entertainers Gian Christian and Dina McPherson — co-founders of the indie production company Galaxy Pop — are living proof that MIPCOM can make a difference for small companies.

"Last year we came here with a pre-school show called Rock It!, which we had just produced for Network 10 in Australia," Christian said.

"As a result of that trip, we secured a global distribution deal with ZDF Enterprises."

The message, McPherson added, is that MIPCOM is a great place to build relationships. "The market doesn't just work for big companies," she said. "It is invaluable to us because we get to meet decision-makers we would never have access to otherwise."

Christian and McPherson are back in Cannes to launch Rock It! internationally. They are also showcasing a spin-off show called Cosmos Kitchen and a new animation project called The Sunshine Friends (52 x 11 mins), for which they are seeking co-pro partners.