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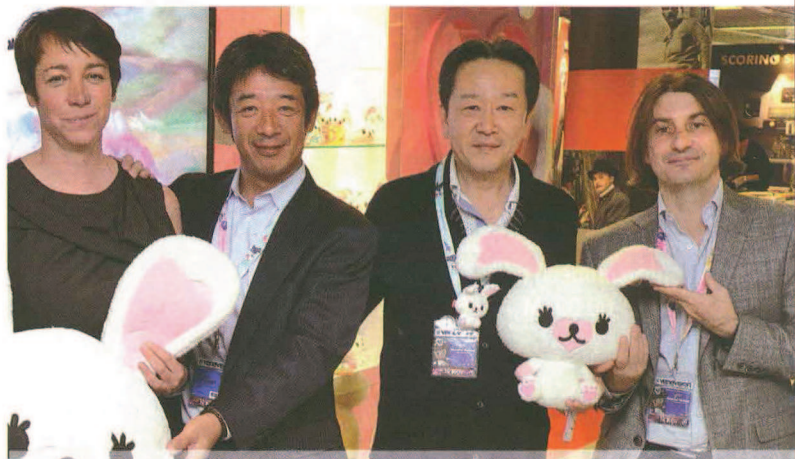
# ZDF joins Mofy's extended family

**MOFY**, the groundbreaking pre-school animation series from Japan, has acquired a new co-producer at MIPCOM — the German public broadcaster ZDF. The deal is a major coup for the Japanese brand, according to Aiichiro Furukawa, president of Sony Creative Products (SCP), the original international-rights owners.

Tokyo-based SCP, a Sony Music Group division, joined forces with the show's Italian animation producer, Misseri Studio, and Italy's Rai Fiction to co-

produce Mofy. The 52 x 5 mins HD stop-motion animation is based on the kids' books by Japanese author Aki Kondo. Made entirely from cotton puffs, to reflect the protagonist rabbit's fluffy body and surroundings, the show is considered pioneering in terms of its animation techniques.

"There is no CGI — just the world's first cotton-puff animation. But it is very significant to get a major public broadcaster like ZDF and ZDF Enterprises on board," Furukawa said.



Fluffy friends: ZDF's Nicole Keeb (left) with Sony Creative Products' Aiichiro Furukawa, Sony Music's Michinori Mizuno and Misseri Studio's Gian Maria Misseri