

**SHIBUYA PRODUCTIONS AND METHOD ANIMATION
(MEDIAWAN KIDS & FAMILY) JOIN FORCES TO GIVE A NEW
TAKE ON THE CULT IP: ASTROBOY, JAPANESE AUTHOR
TEZUKA'S MASTERPIECE, AND PRODUCES A NEW 52x26' CGI TV
SERIES.**

THOMAS ASTRUC, Creator and Director of the international worldwide phenomenon *Miraculous - Tales of Ladybug & Cat Noir* will perform the show: *Astroboy Reboot*.

Paris – Annecy: June 16th, 2022: Sold with 100 million copies worldwide, Astroboy is one of the best-selling manga series of all time. In 1963, the animated TV series became a hit of the television all around the world and especially in Japan, US where it was the first anime to be aired, and France; and opened the gates for other Japanese TV animation series. The huge success of Astroboy in manga, animation, and merchandise means today that Astroboy is far more than an ordinary fantasy character: he is a pop-culture icon and the embodiment of millions of people, both young and old.

Astroboy is the most iconic superhero of Tezuka's work, a child-like robot who lives among humans and takes on the bad guys. This emblematic hero, who questions the attitude of Man on his planet, has undergone several iterations since its creation in the 1950s. Constantly reinventing thanks to the universality of its themes and the strength of its message, it has kept its relevance to each era.

Tezuka's original comics were far advanced in delivering a powerful message to the readers worldwide. These fantastic stories of *the little boy who flies* are all about strong values that still resonates today for a global audience.

This new production of 52 episodes by 26 minutes is a continuation of the values carried by the iconic character of Astroboy. It will thus address the major subjects of our time: the technological upheaval caused by the Internet and social networks and its often-harmful impact on humans, segregation in all its forms, the resulting relationships of domination, and the destruction of the environment by man.

"It is a huge responsibility to revisit the mythical character of Astroboy, I am particularly happy to have met at Method Animation an ambitious and passionate team that will allow us to take this series to the highest heights », adds Cédric Biscay, Shibuya Productions' President & CEO.

« I am super proud to join forces with Tezuka Productions, which represents this exceptional artist, and my partners of Shibuya Productions, to offer Astroboy to a all new generation of kids. Thomas Astruc, one of the incredible talent beyond « Miraculous » will bring a fresh and unique take on Tezuka's work. Astroboy is so universal and contemporary that we are not only developing a reboot but a consistent continuum in the full respect of the original universe », says Aton Soumache, Founder and President of Method Animation.

« The show is really in line with what we love to do at Method Animation : adapting and creating Ips, bringing together the best international talents to create stories that will entertain and inspire kids and their families everywhere in the world », declares Julien Borde, EVP Managing Director and Chief Content Officer.

« I have no words to describe how much Tezuka Osamu has influenced my life and my work. Astroboy is a cult series that has overseen the future like no other property. In the strange world we live in today, everybody needs Astroboy to come back ! », confirms Thomas Astruc, Director.

About Shibuya Productions

Shibuya Productions is a Monaco-based company created by Cédric Biscay and Kostadin Yanev. The innovative entertainment company focuses on the production and development of pioneer transmedia content for publishing, cinema, television and gaming platforms, the creation of multicultural intellectual property for international audiences, and the promotion of forgotten and obscure works to the general public.

About Mediawan – mediawan.com

Created in late 2015 by Pierre-Antoine Capton, Xavier Niel and Matthieu Pigasse, Mediawan is one of the main independent European studios producing audiovisual content. The Group brings together best-in-class talents in audiovisual creation by operating on the entire value chain: production of drama, unscripted, documentary, cinema and animated original content, thanks to over 50 production labels in France, Italy, Spain, England, the Netherlands, Finland and Senegal (Mediawan Studios), distribution of audiovisual content (Mediawan Rights, LS Distribution and Telmondis Distribution) and publishing of channels and digital services (Mediawan Thematics) as well as the development and production of digital content (Mediawan Digital Studios). For the past year, Mediawan, in partnership with LEONINE STUDIOS, has been a major independent player in the production and distribution of content in Europe.

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