

Miditech Set To Repackage Galli Galli Sim Sim

2nd season studio production to begin in Feb'07

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Galli Galli Sim Sim, co-produced by Miditech and Sesame Workshop, New York for the Turner Network is now set to be repackaged with exciting new muppet characters in the show. The 2nd season studio production is scheduled to roll-out in Feb'07 post an advanced workshop on muppeteering conducted by Marty Robinson, and a writers workshop conducted by Annie Evan of Sesame Workshop, New York, with Miditech's production team.

Galli Galli Sim Sim is India's first successful international magazine format muppet show for pre-schoolers, that will now see new set of muppet characters introduced in the forthcoming series. The show-stealers Boombah, Chamki, Googly and Anchoo will have new friends joining-in to entertain the 157 million children under the age of six. The programme features cross-genre content infused with basic childhood matters and is seen from children's point of view.

Launched in August'06 on Cartoon Network, and led by its growing popularity, Galli Galli Sim Sim will now offer a major value addition to its dedicated viewers with a refreshed star cast of muppets. While Boombah, *Sesame India's big cat*, Chamki, *a feminine tomboy*, Anchoo, *the storyteller* and Googly, *the roll model for the 6 year old*, continue to entertain the Indian kids, the new entrants are targeted to drive the show to the next level of entertainment and experience.

Muppeteering is a scientific creation of characters, but more importantly a difficult art to perform as it must match the role of its scripted characters in the show. The art of muppeteering in Galli Galli Sim Sim has been seen, felt and admired, and has moved the hearts of many young viewers. Marty Robinson agrees, *'Through their experience the muppeteers have mastered their individual physical technique and performance. In the workshop, we have further developed the relationships between the characters to help work as one team.'*

Marty and the muppeteers have had a great time working with the new characters, developing them, . *'They are strong characters with great comic potential, and exciting additions to the Galli.'*

Annie Evans has been working with the scriptwriters' team to create new storylines, to introduce muppet characters. She says, *'The new members of the Sim Sim family will add colour and energy to the Galli. These muppets have great potential for physical comedy, which is a great way for children to watch and learn.'*

With a key challenge in creating television content for children that is entertaining and educative, Miditech has closely worked with Sesame Workshop, New York and Turner Broadcasting, in making multiplicity the mantra, using universal elements from different regions that would provide identity to children in any part of India. In addition to teaching basic cognitive skills, such as literacy, Galli Galli Sim Sim will represent the vibrancy of India's multiculturalism. The series will celebrate the similarities and differences that are part of children's every day lives built around cognition, emotion, physical well being, social relations and culture.

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About Miditech

Miditech is Asia's leading independent production company that creates a wide range of programming. The company is headed by Niret and Nikhil Alva who have led production for many award winning documentaries and international format game shows. Miditech has earned a reputation for producing programs to meet the exacting standards of international broadcasters with over 400 hours of programming in 2005-2006 for clients like MTV, National Geographic Channels International (NGCI), BBC, the Star Network, SET, Doordarshan, The Disney Channel, Turner etc. Miditech produces video content for corporate clients and non-governmental organizations as well as State Governments and the Indian Government. It also works closely with international distributors like Granada International, Beyond and Tele Images.

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