



## THE RUBBISH WORLD OF DAVE SPUD LAUNCHES ON CITV

ITV STUDIOS GLOBAL ENTERTAINMENT READIES BRAND-NEW SHOW FOR BLE FOLLOWING INCREDIBLE LAUNCH RATINGS

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**ITV Studios Global Entertainment** (ITVS GE) will be showcasing licensing opportunities for brand-new CITV comedy animation *The Rubbish World of Dave Spud*. Far from rubbish, the ratings since launch have been exceptional for the channel and promise great things for the future of the brand and its licensing programme.

*The Rubbish World of Dave Spud*, produced by Illuminated Films, stars the voice talents of Johnny Vegas, Jane Horrocks, Philip Glennister, Gina Yashere, and the musical talents of Basement Jaxx. It is a riotous, hilarious animated kids comedy which will appeal to fans of *Horrid Henry*, *Mr Bean* and *Mr Magoo*.

The premiere episode achieved a 241% volume increase on the slot average, and its peak episodes so far have reached a 25.5% share of all kids 4-12 with one episode delivering CITV's highest overnight figure for 4-12s in the last year. Across all the school-aged<sup>1</sup> channels, the series is bumping CITV to the top of its slot for Individuals and Children.

For licensing and merchandise opportunities, and to get in quick on this exciting new brand, visit Stand B128 at BLE or email [global.kids@itv.com](mailto:global.kids@itv.com).

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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, home entertainment, publishing, merchandising and licensing businesses. ITVS GE distributes celebrated content across all genres from both its in-house production business, ITV Studios, and in collaboration with leading producers from around the world.

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.

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<sup>1</sup> School-aged channels include CBBC, CITV, Pop, Boomerang, Cartoon Network, Nickelodeon, NickToons, Disney XD, Disney Channel and Pop Max

### **About The Illuminated Film Company**

**The Illuminated Film Company** (celebrating 25 years in 2018) is a London based studio with several successful series under its belt, including the 4-time BAFTA nominated *Little Princess* series and Eric Carle's *The Very Hungry Caterpillar and Other Stories*, plus TV specials including Michael Morpurgo's *On Angel Wings* and Michael Foreman's *War Game*.