



Finding Creative Partners



Reality Studios was seeking Chinese production partners to co-produce low-cost, high quality animated TV series for children.

Reality Studios is a young and creative concept studio that provides original 2D animation concepts and designs for multi-media platforms in the UK.

Reality studios was interested in finding Chinese 2D animation production companies with 3D visual effects to co-produce a high-quality animation TV series. They commissioned an Overseas Market Introduction Service (OMIS) project in order to find and set up discussions with suitable cooperation partners.

CBBC used its network in China to identify the areas of China and companies with the strongest capabilities in animated production. We targeted a number of leading players in the sector, including those from both public broadcasting and private animators. CBBC were able to open doors for Reality Studios.

We introduced their services to 22 pre-agreed target organisations explaining the benefits of working with Reality Studios. CBBC received positive responses from 18 of the targets that were keen to talk with Reality Studios and discuss the options for working together.

Spurred on by encouraging feedback from the Chinese market, Reality Studios flew out to China to meet with companies introduced by CBBC. We accompanied them to their first meetings, and even hosted some in our Shanghai regional office. We also continued providing support throughout their trip.

After many productive initial meetings, Reality Studios were surprised by the dynamism of the Chinese market, and the speed at which progress can happen.

Jenny Cartwright, Reality Studios' Managing Director, told CBBC: "The OMIS trip has been an exceptional experience and I would recommend it to anyone. The UKTI and CBBC staff have been very supportive in every step of the process, keeping me focused and confident in all my decisions and I have gained many new unforgettable friends along the way. I am extremely grateful for everything UKTI and CBBC have done. My company now has a good global connection network, everything we need to go to production, including sales & marketing, merchandising and broadcasting. Thank you so much for giving me this opportunity. I will never be able to thank you all enough."

Reality Studios is currently preparing a follow-up proposal and pitch for their new concept, which they will be delivering to China's state run broadcaster China Central Television.



Fast Facts

Company: Reality Studios
Location: County Durham
Sector: Animation Production
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