

Global
Partner



BOOTH 4229

LazyTown Entertainment

www.lazytown.com

LazyTown is a children's entertainment brand dedicated to promoting health and well-being in a fun way. This is its unique selling point, and by remaining committed to this, LazyTown Entertainment has been able to develop the brand with integrity and authenticity. The high-definition television series consists of 53 LazyTown episodes, and 26 LazyTown Extra episodes produced with the BBC, and is currently broadcast in 128 countries. The TV series remains the company's core asset, and it continues to be broadcast worldwide to a recurring market of pre-school children. The LazyTown Entertainment brand enjoys enormous respect from parents, educators and national Governments alike for its key messages, and for remaining focused on and committed to its core values. Business partners benefit from this value by association.

LazyTown

LazyTown is a television series designed to engage and motivate kids to make healthier choices in their everyday lives. The show is action adventure, encompassing movement, music, and comedy in an entertaining, high energy story. LazyTown is designed to give kids the power to play, move, dance, sing, make new choices and feel really good about it.

LazyTown Extra

Spin off series from LazyTown in which the characters have lots of fun finding out about different sports and activities. This series, conceived as a "magazine format style show" for 3 to 6-year-olds, features characters from LazyTown in an assortment of short sketches. 26 episodes of LazyTown Extra have been produced, each between and 11 and 15 minutes in duration.