



**Made in Russia**



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# Media Foundation

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Studio Media Foundation produces animated series and full-length animated films in 2D-3D animation since 2013.

The studio provides a full cycle of media content production from script development to character sounding and music writing. For this purpose the studio team includes artists, designers, scriptwriters, illustrators, animators, composers, actors, editors. The production resources of the company showed in practice the speed of creation of an animated series for the federal TV channel in 5 minutes takes 7 days in the animated 2D moving technique, taking into account that each individual series has different characters, backgrounds and stylistics. Media Foundation is the creator of the first Russian sports cartoon series Sportaniya which is broadcast on major TV channels: Mult, Match TV, Detskiy, Mult and Music, as well as in online cinemas: Okko, ivi, Megogo. Besides, the studio is creating mini-cartoons for the project Drawing Fairy Tales on TV3 channel.

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Animation studio Media Foundation is creating the first Russian sports



## Sportaniya

cartoon series Sportaniya. The cartoon acquaints young viewers with various sports from chess to climbing, as well as with the basics of a healthy lifestyle.

The main character named Yulo, who came to Earth from the planet Spheria, made friends with creative, athletic and kind children who teach him to achieve results in sports, not to be discouraged when defeated and help each other in difficult situations. On the way to sports success, the protagonist is confronted by Crunch and his team, who create obstacles and bring chaos to the lives of heroes. The characters of the animated series successfully learn sports games, methods of health care, and learn to be a team and real friends.



The series is broadcast on more than

50

TV channels and online platforms

Sportaniya was the first cartoon to be broadcast on the Russian sports channel Match TV



The cartoon, whose main task is to teach and develop useful habits, is aimed at preschool children and older.

At the same time, teachers of pre-school educational institutions also use the cartoon series for thematic classes on healthy lifestyles. Sportaniya was especially actively used in distance learning during the spring 2020 pandemic.

In addition, the cartoon series is actively recommended and supported by Russian athletes: mixed martial arts fighter Sergey Kharitonov, Belarusian strongman and Guinness Book of Records holder Kirill Shimko, Russian powerlifter Mikhail Koklyaev, world boxing champion Ruslan Provodnikov, mixed martial arts fighter Maxim Novoselov and many others.

## **Sports books for children**

Media Foundation released on the Internet portal LitRes two e-books ZOZH and ABC of ZOZH, based on the cartoon series Sportaniya, for its young audience, which counts about three million people. The first book in an interesting form for children tells about the five simple rules of the basics of a healthy lifestyle, and also answers frequent questions about health: where does the cold come from, how not to get sick, what healthy lifestyle is. The book ABC of ZOZH, designed for pre-school and junior classes, is a kind of sports alphabet book, which helps not only to learn the letters, but also tells about different sports and a healthy lifestyle.

## **Export**

Cooperation Media Foundation outside Russia is just beginning. The company started its activity in the Commonwealth of Independent States in 2019 by granting an export license for the right to broadcast the cartoon in online cinemas and TV channels. Later in the Commonwealth of Independent States countries there was a request to create animated promo-rollers and serials. The company's management plans for the near future include establishment of cooperation in the USA, Europe and other Commonwealth of Independent States countries.



**Creates a 5 minutes cartoon from scratch in 7 days**

## Partners

The company finds partners in the form of broadcasters, that are TV channels, production studios, advertising media agencies, video content distributors, as well as companies in digital sphere. As of today, the partners of Media Osnova are more than 50 broadcasters, among which there are also large TV channels.



## Awards

In December 2019 in Moscow the company became the finalist of the award for kindness in the art For the Good of the World. In spring 2020, the animation works of the studio were selected and got to the XXV Open Premier in Russia and Commonwealth of Independent States, which is organized by the Open Russian Festival of Animated Film from the city of Suzdal.

# Contacts



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**Сделано в России**



**Made in Russia**

The Made in Russia project is a digital trading and media platform. It includes a business information agency Made in Russia in 12 languages, as well as a digital trading house selling and promoting goods and services abroad. Companies registered on the platform receive the right to use the Made in Russia project logo, access to a loyalty programme, services and facilities.



Brand page

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