



KIDS & YOUTH

SEXUAL EDUCATION

ANIMATION

20 x 5 min.

THE JOY OF LIFE

Directed by Jacques-Rémy Girerd

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The 20 episodes of the animated series, *The Joy of Life*, take a frank and lively approach to introducing and explaining sexuality to young inquisitive viewers. In each episode, Annabelle and Alexander ask Grandma a question concerning the mystery of life. Grandma answers in a caring and open manner, and tells a story that reveals the beauty and magic of human anatomy and reproduction.

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Distribution and Licensing

MGC **MGC the Multimedia
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Annabelle and Alexandre discover the anatomy of boys' genitals and how they function.

Grandma talks about where the egg and sperm come from and how they are different from one another.

Grandma compares sexual instinct in animals and in humans. She talks about the rules involved in relationships between human beings.

EPISODES / TOPICS

1. LITTLE BOYS
2. LITTLE GIRLS
3. TINY SEEDS
4. CHROMOSOMES
5. PUBERTY - GIRLS
6. PUBERTY - BOYS
7. SEXUAL INSTINCT
8. DISCOVERING YOUR BODY
9. DISCOVERING LOVE
10. PROTECTING YOURSELF
11. CONCEPTION
12. THE BABY'S COMING
13. THE FIRST MOMENT OF LIFE
14. MOM I'M HUNGRY
15. TWINS
16. IT'S A GIRL OR BOY
17. PLANNING A FAMILY
18. GROWING UP
19. THE FAMILY TREE
20. FAMILY LIFE

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A Video Collection That Takes Italy by Storm

Italy, 1990's - for the first time ever a massive campaign is launched to teach children about sexuality. The audacious and innovative editor that orchestrates this mega-release is *La Repubblica*, a well-known editor of one of Italy's largest daily newspapers. With the launch of *The Joy of Life*, *La Repubblica*, ventures into the domain of video publishing and demonstrates that a well conceived marketing campaign can generate impressive and lucrative results. *The Joy of Life* is soon available throughout Italy in over 30,000 locations.

Acknowledging that the series treats a delicate subject, *La Repubblica* approaches the release strategically. They edit the 20 episodes of *The Joy of Life* into three volumes and solicit the help of journalists and psychologists to publish a guide for parents. The intention of the guide is to help parents discuss the concepts explained in the videos, with their children.

The three videos are packaged with the guide hand book and the launch is in motion. The editor organizes a massive promotional campaign in its newspapers and magazines and in addition advertizes on Italy's best-rated public television channel, RAI. At the same time subscribers to the publication *Gruppo Espresso* are invited to participate in an interactive debate on the subject, in its editorial pages. Public screenings for children, their teachers and the press, are also organized throughout the school system in Rome. All this activity then becomes the subject of a national TV news coverage.

The result is nothing less than spectacular. *The Joy of Life* makes a massive impression and sales of the videos take off. After three years of this excellent promotional and educational campaign, *La Repubblica* sells an impressive two million video-cassettes through their various sales outlets such as magazine stands, book and music stores, door to door sales, catalogue sales, and educational sales to schools.

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The Joy of Life on DVD

The Launch of a New Success Story in Italy

Italy, May 2004 - a new campaign is being launched. The DVD version of The Joy of Life is released in 36,000 magazine kiosks and offered to subscribers of *La Repubblica's* publications. Promotional spots appear in several publications, such as *La Repubblica*, *Salute*, *Day and Voyage*. Radio ads are also heard on La Capitale and publicity panels are installed in the vicinity around the magazine kiosks.

The release price of the DVD is 9,90 Euros and 15 Euros for the DVD including the booklet. 40,000 copies are sold in the first week – a promising indicator that here's a new success story in the making!

The Companion Guide

A Reference for Parents and Educators

In Italy, *La Repubblica* published a written guide called *Corso di Informazione Sessuale per Bambini* with the objective of assisting parents in discussing the videos with their children. The guide was created and written with the guidance of psychologists and educational experts.

This booklet of 144 pages includes pictures and illustrations. It also includes a reference glossary of 50 words that are commonly used when discussing sexuality with children.

Through **MGC**, the rights to adapt and publish this booklet are now available to publishers worldwide who are interested in acquiring the video and DVD rights.

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The Joy of Life on DVD in Spain

Introducing the Interactive version

In Spain, Divisa Home Video has edited an interactive version of The Joy of Life. The DVD version offers the twenty episodes of the series in Spanish, French and English, and also provides a reference glossary and a question and answer game. With their parents or educators children can now navigate from one subject to another and test their knowledge on sexuality. By providing access to the material in three languages, kids can at the same time practice their language skills.

Through **MGC**, the rights to adapt the Spanish interactive version, as well as the question and answer game and the glossary are now available to editors interested in acquiring the DVD and video rights.

Translated into Twenty Languages!

Arabic, Brazilian, Chinese, English, French, German, Greek, Hebrew, Hungarian, Iranian, Italian, Japanese, Korean, Polish, Portuguese, Russian, Spanish, Slovakian, Swedish, Yugoslavian.

Broadcast Around the World!

Argentina, Australia, Austria, Belgium, Brazil, Burkina Faso, Chili, China, Columbia, Costa Rica, Croatia, France, Germany, Greece, Hungary, Hong Kong, Italy, Israel, Kenya, Korea, Mexico, New Zealand, Norway, Slovakia, Spain, Sweden, Switzerland, Taiwan, Uruguay, USA, Venezuela.

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The Joy of Life – a Timeless Worldwide Success Story!

The series *The Joy of Life* has contributed and continues to contribute to the education of children worldwide. It has become an international reference on the subject of sexual education for kids.

The series has been released in VHS and DVD in over 20 languages worldwide and more than 2.5 million videocassettes have been sold collectively in Italy, Greece, Mexico and Brazil. As DVD continues to replace video as the format of choice, editors are re-launching this timeless production on DVD.

There is always a new generation of children asking the same questions, and there is no other niche program of reputation and quality that answers those questions better than *The Joy of Life*!



In Spain, Divisa Home Video offers a DVD format in three languages with a game and a glossary.

In Italy, the Gruppo Editoriale Espresso is back on the market with their DVD format and a companion guide for parents.

In Mexico and in Latin America, the editor Pelliculas Ebesa has released a multi-format DVD that proposes three different versions of the series to parents (introductory, intermediary and advanced).

Additional versions of the DVD are presently in production in Canada and other countries in Europe and Asia.

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MGC The Multimedia Group of Canada is an independent distributor of television programming with over twenty five years of experience in program sales to television, home video, non-theatrical and in-flight markets worldwide.

The Company represents programmes in 3 main categories: comedy, documentary and education for children and youth. As a pioneer in the international television distribution arena, **MGC** has developed solid alliances with several prominent broadcasters and producers around the world. With offices in Montreal and Toronto, **MGC** is still well positioned to monitor trends and developments in the industry, capitalizing on rapid shifts in the market.

Concurrently, **MGC** has developed strong sales divisions in video sales, direct marketing campaigns and in-flight markets. Direct video sales are soaring with over 2 million copies of JUST KIDDING hidden camera video compilations sold in just one year in the USA. Through Italy's stellar direct marketing campaign, **MGC's** sexual education series JOY OF LIFE has sold over 1 million videos and is now available in several languages.

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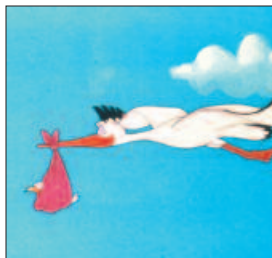
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