



## BRITAIN'S YOUNGEST GROUP OF TV CRITICS GET THEIR SAY

March 12, 2014

*We asked kids aged 4 – 12 for their expert opinion on the Amazon Original Kid's Pilots. Their feedback has been filmed, with hilarious results*

*Amazon Studios is a new way to commission films and television series, it doesn't just let viewers decide what they watch, it lets them have a say on what shows Amazon makes*

*TV fans can watch, rate and review the latest Amazon Original pilots – which include comedy, drama and kids shows – on Prime Instant Video, now*

**London, 12 March 2014:** To celebrate the arrival of the latest selection of kids TV Pilots from Amazon Studios, Britain's youngest group of TV critics has been assembled to gauge their reactions.

Putting the viewer at the heart of the decision making process, Amazon Studios allows TV fans of all ages –including kids– to watch, rate and review pilot episodes with their feedback being used to help decide which shows are made into full seasons.

The panel, comprised of the harshest critics of all – kids, put the latest batch of pilots through their paces, watching the five shows currently available to stream on Prime Instant Video with their reactions captured on camera.

To view video, please visit the Amazon Prime Instant Video YouTube channel via <http://youtu.be/hD3WVvJ4P90>, or for a teaser video please visit: <http://youtu.be/ZerSfnMsuQU>

Featuring a mixture of entertainment for nursery school children and kids aged 6-11, the crack team of junior critics watched shows including:

- *Wishenpoof!*: the story about Bianca who has the power to make wishes come true for her and her friends
- *Hardboiled Eggheads*: a show where two no-nonsense brainiacs save their school from zombie killer bees
- *Maker Shack Agency*: where a group of school children invent gadgets to help with their school work
- *Gortimer Gibbon's Life on Normal Street*: where life is anything but normal for Gortimer and his two best friends as they navigate themselves around their *normal* street
- *The Jo B. & G. Raff Show*: when Jo B. realises his friend G. Raff is missing, he goes on an adventure to find him and bring him home

Helen Cowley, Head of Programming at Amazon Prime Instant Video, UK said;

"With Amazon Studios we're giving TV fans of all ages the chance to have their say on the shows they'll be watching in the future. Children are spoilt for choice when it comes to great entertainment, so it's exciting to see them so animated with the TV pilots!"

To watch, rate and review the latest pilots – which include a selection of kids, comedy and hour long dramas – and have your say on the future of TV, visit <http://www.amazon.co.uk/primevideo>

– Ends –

Amazon launched its Prime Instant Video service in the UK on Wednesday, where Prime subscribers now have access to the UK's largest unlimited subscription streaming service of more than 15,000 popular movies and TV episodes in addition to unlimited One-Day Delivery on over 7 million items and access to 500,000 Kindle books to borrow for just £79 a year.

For further information please contact the Amazon Prime Instant Video press office at Mischief on 020 3128 6600 or <mailto:Lovefilm@mischiefpr.com>

-Notes to Editors-

### Amazon.co.uk Ltd Press Office:

For more information please contact the Amazon.co.uk Ltd Press Office on 0208 636 9280 or email [pressoffice@amazon.co.uk](mailto:pressoffice@amazon.co.uk).

### About Prime Instant Video

For more information about Amazon Prime, visit [www.amazon.co.uk/prime](http://www.amazon.co.uk/prime). For more information about Prime Instant Video, visit [www.amazon.co.uk/primevideo](http://www.amazon.co.uk/primevideo).

### Amazon Studios

Customers can watch the pilots with the Amazon Prime Instant Video app available on Kindle Fire tablets, iPad, iPhone, iPod Touch, Xbox, PlayStation, Wii, as well as hundreds of other connected devices such as smart TVs. Customers can also visit [www.amazon.co.uk/primevideo](http://www.amazon.co.uk/primevideo) to watch online. Viewer feedback will help determine which pilots Amazon Studios will produce into full series to air on Amazon Prime Instant Video in the UK and U.S.

### Gortimer Gibbon's Life on Normal Street

Gortimer Gibbon's Life on Normal Street is a live-action adventure show created by David Anaxagoras, a first-time writer, discovered through Amazon Studios' open-door submission process. Gortimer Gibbon's Life on Normal Street is a coming-of-age tale that centres around Gortimer, his two best friends Ranger and Mel, and their exploits on Normal Street—an ordinary suburb that has a hint of something magical just beneath the surface. The pilot was directed by Oscar winner Luke Matheny (God of Love, Maron) and guest stars Fionnula Flanagan.

### **Hardboiled Eggheads**

Hardboiled Eggheads, created by Emmy Award-winner Duane Capizzi (Transformers Prime, Jackie Chan Adventures, Men in Black: The Series) is an animated action-comedy for children ages 6-11. The ultra-precocious bespectacled Kelvin and Miles may look, dress, and speak like typical nerds, but when these two brainiacs suit up in their high-collared white lab coats and protective goggles to battle monsters born of toxic waste, martians lured to Earth, or even killer vegetables, they don't look and sound so nerdy anymore.

### **The Jo B. & G. Raff Show**

The Jo B. & G. Raff Show is an animated series created by multiple Emmy Award-winning writer and producer Josh Selig (The Wonder Pets). Created specifically to help teach preschoolers the importance of resolving conflict in constructive ways, The Jo B. & G. Raff Show follows two best friends, Jo B. and G. Raff, hosts of their very own TV show. Each day, just as their show is about to start, Jo B. realizes G. Raff has gone somewhere new and exciting and needs to go find him. Jo B. travels to get G. Raff, but G. Raff always wants to stay and explore. The two friends end up reaching a compromise and singing, "If I give a little and you give a little, together we can meet in the middle!"

### **Maker Shack Agency**

Maker Shack Agency takes a unique look at the "maker" movement through the adventures of Wolfie, a 13-year-old inventor with grand idea and a motto of "fail forward." Together with his friends Merle, a tech wizard, and Jo, a girl who can build anything, they create gadgets to help fellow classmates. Wolfie, Merle and Jo use all the branches of science and personal ingenuity to solve problems with a new invention in every episode. Created in conjunction with the think tank Applied Minds and the production company Electus, the pilot was written by Arland DiGirolamo (Sketchy), Geoff Barbanell (Kickin' It) and directed by Alex Winter (Ben 10, Downloaded) and features original music from Dr. Dog.

### **Wishenpoof!**

Written by Angela Santomero, creator of Blue's Clues, Creative Galaxy, and the Emmy-nominated literacy series, Super Why!, Wishenpoof! is an animated pilot that revolves around Bianca, who has "wish magic" which means if she wishes to play under the sea then— Wishenpoof! — she's a mermaid, swimming around with the sea horses. Bianca uses her wish magic to help others and learns to solve life's problems in her own creative way because with magic, or without, we all have the power to make good choices. This is Santomero's second Amazon Studios pilot. Santomero's first pilot, Creative Galaxy, is currently in production and scheduled to be available on Prime Instant Video in 2014.

Amazon Studios' first pilots premiered in April of 2013 with eight comedy pilots and six kids pilots. Of the 14 pilots, Alpha House, Betas, Annesdroids, Creative Galaxy and Tumble Leaf were chosen, with the help of customer feedback, to be produced as series.

Comprehensive cast and crew information, including bios and filmographies, is available on Amazon's IMDb (<http://www.imdb.com>), the world's most popular and authoritative source for movie, TV and celebrity content.