



Amazon announces increased investment in kids content for 2015, bringing even more episodes of original and exclusive kids shows to Prime Instant Video in the UK

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Deal with Aardman brings Shaun the Sheep Series 1-3 exclusively to Prime Instant Video in the UK

Deal with Cartoon Network brings Ben 10 Omniverse series exclusively to Prime Instant Video in the UK

Amazon Studios first original live-action kids series Gortimer Gibbon's Life On Normal Street now available for unlimited streaming exclusively on Prime Instant Video



London – 7th January, 2015 - Amazon Prime Instant Video, the UK's largest streaming service with more than 15,000 popular movies and TV episodes available for unlimited streaming, has further bolstered its streaming library of original and exclusive kids shows.

A deal with Aardman will bring the global family TV favourite, *Shaun the Sheep*, exclusively to Prime Instant Video in the UK from today. The first three series of the BAFTA and International Emmy award winning show are now available for unlimited streaming exclusively on Prime Instant Video in the UK ahead of the new *Shaun the Sheep The Movie* launching in cinemas in the UK on 6th February 2015.

From today Amazon Prime Instant Video will also be the exclusive subscription streaminghome of Cartoon Network's twenty episode first season of *Ben 10 Omniverse*, the hugely popular American animated television series. As part of the deal Prime Instant Video will also be the exclusive subscription streaming home of *Camp Lazlo*, *Marvelous Misadventures of Flapjack* and *SYM-BIONIC TITAN*, and members will also be able to stream Cartoon Network favourites *Adventure Time*, *Regular Show* and *Chowder*.

The first six episodes of Amazon Studios first original live-action kids series aimed at children ages 6 to 11, *Gortimer Gibbon's Life on Normal Street*, are also now available on Prime Instant Video in the UK. Created by first-time writer [David Anaxagoras](#) and executive produced by Oscar winner [Luke Matheny](#) (*God of Love*), *Gortimer Gibbon's Life on Normal Street* stars [Sloane Morgan Siegel](#) (*Partners*), [Ashley Boettcher](#) (*Aliens in the Attic*), [Drew Justice](#) (*The Little Rascals Save the Day*), and [Robyn Lively](#) (*Saving Grace*, *Twin Peaks*). The series is a coming-of-age tale of friendship that centers around Gortimer (Siegel) and the bond with his two best friends Ranger (Justice) and Mel (Boettcher), as they chronicle their adventures on Normal Street—an ordinary suburban neighborhood that has a hint of something unexpected just beneath the surface. *Gortimer Gibbon's Life on Normal Street* is the first kids series to receive a greenlight from Amazon Studios' open-door pilot submissions process. Anaxagoras, a preschool teacher, was one of many aspiring filmmakers and screenwriters who submitted their ideas for original series through [AmazonStudios.com](#), and whose concept moved forward as a pilot that debuted on Amazon Instant Video last February. Inviting the audience in early at the pilot stage, the project received

positive feedback from customers and ultimately received a full season order.

Gortimer Gibbon's Life on Normal Street is Amazon Studios fourth original kids TV show, with *Tumble Leaf*, *Creative Galaxy* and *Annedroids* all [launching in the summer of 2014](#), and all available for unlimited streaming on Prime Instant Video in the UK.

"We're delighted to start 2015 by adding to our variety of premium kids content for our members" said Chris Bird, Director of Content Strategy at Amazon Instant Video UK. "These deals allow us to give our members even more choice, complemented by unlimited streaming of some of the biggest and best shows aimed at a younger audience on over 400 devices."

Robin Gladman, Senior Digital Content & Partner Manager at Aardman says "We are very happy that Amazon customers will be able to watch Shaun The Sheep on Prime. This new deal builds on the excellent relationship we have with Amazon internationally and we are thrilled to take our partnership to the next level as we enter into the Chinese Year of the Sheep, a very busy year for Shaun."

Find out more about kids show on Amazon Prime Instant Video by visiting the [Prime Instant Video Kids Zone](#).

About Prime Instant Video

Amazon Prime offers members unlimited One-Day Delivery on over 7 million items, unlimited photo storage in Amazon Cloud Drive, access to 650,000 Kindle books to borrow and unlimited streaming of more than 15,000 popular movies and TV episodes through Prime Instant Video. Prime is available at the low price of £79 a year. Customers who are not already members can start a 30-day free trial of Amazon Prime by visiting www.amazon.co.uk/prime.

For more information about Amazon Prime, visit www.amazon.co.uk/prime. For more information about Prime Instant Video, visit www.amazon.co.uk/PIV

About Amazon

Amazon opened on the World Wide Web in July 1995. The company is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfillment by Amazon, AWS, Kindle Direct Publishing, Kindle, Fire phone, Fire tablets, and Fire TV are some of the products and services pioneered by Amazon.

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