



## **NELVANA WINS TECHNOLOGY AND ENGINEERING EMMY® AWARD FOR ITS WEB-BASED ANIMATION PRODUCTION AND ASSET MANAGEMENT SYSTEM, NELNET**

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### **For Immediate Release**

**TORONTO, January 26, 2021 – Nelvana**, a world-leading international producer, distributor and licensor of children’s animated and live action content, is honoured to have received a Technology & Engineering Emmy® Award from the National Academy of Television Arts & Sciences for Nelnet, its web-based animation production and asset management system. Nelnet has been recognized under the category of Pioneering Secure Cloud-Based VFX Project Management and Collaboration at Scale, having showed excellence in engineering creativity.

“Congratulations to Ross Maudsley, our Head of Nelvana Operations and Technology, and the entire Nelvana team on this huge accomplishment,” said Pam Westman, President of Nelvana. “We are incredibly proud of the advantage Nelnet has provided our teams in producing and delivering first-class children’s content globally and are delighted to be recognized by the National Academy of Television Arts & Science as we prepare to celebrate Nelvana’s 50<sup>th</sup> anniversary later this year. The capabilities of this state-of-the-art system are more important than ever during COVID-19 and it was a crucial asset when we transitioned our animation production team to working remotely last March.”

“It is truly an honour to be recognized by such an esteemed organization as the National Academy of Television Arts & Sciences,” said Ross Maudsley, Head of Nelvana Operations and Technology. “We developed Nelnet as a means to streamline our team’s animation production with ease of use in mind and over the years, it has evolved and developed into a powerful platform that has provided outstanding efficiencies for our team and our partners.”

Nelnet assists animation production for long-form 3D and 2D digital formats in which tasks, tools and production assets are distributed to crewmembers and stakeholders around the world through its platform. Requiring only an internet browser to use, the project management and collaboration system has been used to produce and manage over 2,760 episodes of beloved Nelvana series, including *Rolie Polie Olie*, *Franklin & Friends*, *Agent Binky: Pets of the Universe*, *The Most Magnificent Thing*, *Mike The Knight*, *Thomas and Friends*, and more, since 2004.

The system was created in-house by Nelvana’s technology team to better support the division of workflow into tasks or stages and their assignment to crewmembers who may be located inside or outside the studio. The system also manages the distribution of production assets to those individuals, and delivers production pipeline tools and services to the end-user who can be located anywhere with a device appropriate to the task and an internet connection.

This year’s recipients will be honoured at the 72<sup>nd</sup> Annual Technology & Engineering Emmy® Awards Ceremony which is tentatively scheduled to be a virtual ceremony in partnership with the National Association of Broadcasters (NAB) on Sunday October 10, 2021.



#### **About Nelvana**

Entertaining kids for nearly 50 years, Nelvana is a world-leading international producer and distributor of children's animated and live-action content. Nelvana produces a stable of award-winning and globally renowned brands that focus on comedies, preschool and boys action series and ancillary consumer products programs. Nelvana's content airs on Corus Entertainment's kids channels in Canada and in over 160 countries around the world. The Nelvana library has well over 4,400 episodes of programming and has received over 70 major international program awards including Emmys® and Canadian Screen Awards. Visit the Nelvana website at [nelvana.com](http://nelvana.com).

#### **About Corus Entertainment**

Corus Entertainment Inc. (TSX: CJR.B) is a leading media and content company that develops and delivers high quality brands and content across platforms for audiences around the world. Engaging audiences since 1999, the company's portfolio of multimedia offerings encompass 33 specialty television services, 39 radio stations, 15 conventional television stations, a suite of digital assets, animation software, technology and media services. Corus is an established creator of globally distributed content through Nelvana animation studio, Corus Studios, and children's book publishing house Kids Can Press. The company also owns innovative full-service social digital agency so.da, and lifestyle entertainment company Kin Canada. Corus' roster of premium brands includes Global Television, W Network, HGTV Canada, Food Network Canada, HISTORY®, Showcase, Adult Swim, National Geographic, Disney Channel Canada, YTV, Global News, Globalnews.ca, Q107, Country 105, and CFOX. Visit Corus at [www.corusent.com](http://www.corusent.com).

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