

China, U.S. to Co-produce Cartoon Film



China Central Television recently announced a deal with American toy manufacturer Hasbro to produce an animated film featuring the Transformers and the Chinese mythological character, Nezha. The two sides have reached an agreement on production standards, air date, intellectual property ownership, and related legal affairs among other issues. They also shared the desire to establish stronger strategic partnership, and work together to explore brand value of classic cartoons, thus further stimulating the vitality of existing cartoons.