



# SAM & JULIA

THE MOUSE MANSION



CIELO  
FILMS

CARIBARA  
PRODUCTION

SUPERSWISS  
RED

MARK

EDF STUDIOS

france.tv



La Région  
Auvergne-Rhône-Alpes

CHARENTE  
Nouvelle-Aquitaine

Magell's

Nouvelle-Aquitaine

Europe

Media

Creative

Europe





Sam & Julia is based on the internationally acclaimed publishing success by Karina Schaapman; Sam & Julia — The Mouse Mansion, with over one million books sold in 27 languages. The Mouse Mansion is a safe world where children are free to go on adventures in a warm community where differences are embraced. The endearing adventures of Sam & Julia have been lovingly brought to life in CGI in co-production with France Télévisions and ZDF.

## SAM & JULIA



Julia and her mum come from an exotic island and one day move into a tiny apartment in The Mouse Mansion - a bustling residence home to a wide variety of mice. One of these mice is Sam. Sam and Julia quickly become inseparable friends. Together, they embark on delightful, heartwarming and funny adventures, learning more about their neighbours each day!

**Our Mission:**  
Sam & Julia inspire families  
around the world to be creative,  
welcoming and kind

## VALUES

Friendship & Community - Empathy & Kindness  
Curiosity & Imagination - Creativity & Resourcefulness  
Empowerment & Resilience



## SEASON 1

78 episodes of 7' fully delivered. Co-produced by ZDF and France Télévisions.

Launched already in France (2023), Netherlands (2024), Sweden (2024) and Slovakia (2025).

Sold to numerous broadcasters and streaming services and soon rolling out in over 25 countries.

## TARGET DEMO

Gender neutral  
3-6 years old / (upper) pre-school  
Secondary: families



## HIGHLIGHTS

- Series produced in **premium quality CGI** with a stop-motion feel.
- Based on the **international publishing success**.
- Museum and **brand store** in Amsterdam.
- Strong social media presence: reaching **millions of fans worldwide**.
- Dedicated international **PR support**.
- YouTube** channel launch in 2025 & new bespoke content including shortform animation, songs and DIY videos.
- Global **interactive game** in development.
- Extensive **style guides** available including publishing guide.
- Universal values** that resonate now more than ever.



## LICENSING AGENTS

France TV Distribution (France)  
Active Merchandising (GSA)  
Licensing Link (UK)  
Edebé Licensing (Iberia)  
Bic (Italy)  
Lit Licens (Nordics)  
Centa IP (Australia & New Zealand)



## CONTACT INFORMATION

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