

News about Pay TV

Viacom, Mediapro start producing gaming series for LATAM

Moving forward with their expanding content partnership, Viacom and Mediapro have kicked off production for N00bees, an eSports series for the Latin American market.

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The series, which is to have its premiere in Colombia with RCN and Nickelodeon in the last quarter of the year, is being filmed by Mediapro's unit 100 Balas in the Bogota-based studios of Televideo.

The 60 one-hour episodes will star Karen Martínez (Cartel de los Sapos, Tiempo Final), Brandon Figueredo (Yo soy Franky) and Clara Tiezzi (Malhacao Rebelde).

The series tells the story of N00bees, an eSports team of amateur players which manages to participate in the Professional Video Games League, a competition inspired by Mediapro's Liga de Videojuegos Profesional in Spain.

The Mediapro-Viacom project was internationally presented at MIPTV's last edition in Cannes, where it was highlighted by The Wit as one of the most original international contents for children.