



Peyo COMPANY

THE LEGACY OF PEYO

“IF CHILDREN CONTINUE TO READ MY STORIES AND IF THESE STORIES CONTINUE TO MAKE THEM DREAM, TO MAKE THEM LAUGH, THEN I WON'T HAVE LIVED IN VAIN...” *Pejo*





PIERRE CULLIFORD (AKA PEYO)

Peyo was born in Brussels (Belgium) on the **25th of June 1928**. He started working at the age of 15, first as a cinema projectionist and later in an animation Studio. He then decided to create his own **comic strips** which were soon published in local daily newspapers.

A few years later he joined the Belgian comics magazine **Spirou** and rapidly found success thanks to the quality of his art and his natural talent for telling stories. The adventures of **Benny Breakiron, Johan & Peewit**, and of course **The Smurfs** soon became popular among readers of the magazine.

It was the beginning of an incredible journey that started on a piece of paper and later became a worldwide blue phenomenon, and a unique legacy bringing joy to generations to come.

THE GLOBAL ON-SCREEN SUCCESS STORY OF THE SMURFS

"THE SMURFS ARE CUTE AND FUN CHARACTERS THAT ARE BASED ON UNIVERSAL EMOTIONS. THEY ARE LOVED BY CHILDREN AND ADULTS ALL OVER THE WORLD."

The Smurfs first appeared in a comic book by Peyo in **1958**, they then made their first on-screen appearance in 1961. A film of the comic book **"The Magic Flute"** was released in 1975. More of the Smurf stories were later adapted as a **TV series in 1981**, with **9 seasons** being created. These cartoons were broadcast worldwide, guaranteeing **global fame for the Smurfs**.

The Smurfs conquered the big screen in 2011 with a 3D movie, and this success led to a second movie in 2013 and a documentary film. A fully animated CGI movie "Smurfs: The Lost Village" was released in 2017. **In 2021, a new TV series in 3D CGI was launched globally**. And there is more to come with a **new movie in the works for July 2025!** The Smurfs continue to appeal to new generations of children thanks to their universal values and timeless stories.





PEYO COMPANY

Peyo Company ensures **the perpetuation of all of Peyo's creations**. His legacy has been kept alive thanks to the combined forces of **Peyo Distribution** (audiovisual programmes), **Peyo Licensing** (worldwide licensing rights), **Peyo Creations** (new artwork and scenarios) and **Peyo Productions** (new audiovisual content). Together they have kept Peyo's legacy of creativity and storytelling alive, thanks to the production of new exciting stories, both on paper and on screen. Peyo's characters have achieved international success through collaborations with leading brands, broadcasters and retailers. Keep reading to find out more about our audiovisual programmes that are currently available to licence!



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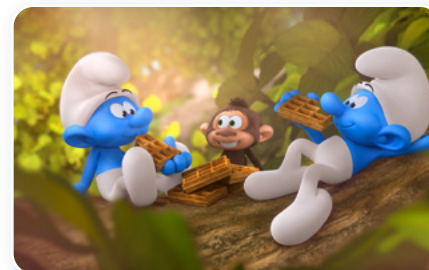


THE SMURFS

TV SERIES (2021-)

3 SEASONS

156×11' | 5-10 Years Old | 3D CGI Animation



Peyo's beloved characters are **back in animation** with a bang, in a new, **high-voltage, 3D CGI version** of this perennial favorite. Using pure **Smurf DNA** from the comic books, this new series aimed at girls and boys is pushing the charm and absurdity of the original to greater heights, fitting in perfectly with today's faster-paced times. Packed with **original stories** with complex characters, snappy dialogues, joyful anarchy, and irresistible global appeal, this series is aimed at a contemporary audience aged 5 to 10, and is an explosive box of adventure and humor!

6 International Awards for Best Animated Series



The Smurfs is a Peyo Productions and Dupuis Audiovisual production, in co-production with Kika, VRT and RTBF, with the participation of TFI, and with the participation of Wallimage (La Wallonie), of Screen Flanders, of BNPPFF and with the support of the Tax Shelter of the Belgian Government and the participation of the CNC.

THE SMURFS

SEASON 1



© Peyo Productions - Dupuis Édition & Audiovisuel - Dargaud Media
KIKI - KETNET - RTBF.be - 2021

THE SMURFS

SEASON 1

TV SERIES (2021)

52×11' | 5-10 Years Old | 3D CGI Animation

Blue and small, standing only three apples high, the Smurfs might be hard to tell apart at first. However, each Smurf is a distinct individual with his or her own personality - **their names say it all!** This first season introduces fans and new viewers to the fun and enchanted world of the Smurfs in a fresh new version with more emotional **pull and comedic punch than ever.**

The stories involve various combinations of Smurf and Smurfie (the Smurf girls) characters, mixing and matching up to 100 different personalities for an endless brew of zaniness and intrigue.

DOWNLOAD OUR
PITCHBIBLE



THE SMURFS

SEASON 2

TV SERIES (2022)

52×11' | 5-10 Years Old | 3D CGI Animation

All our favourite characters are back for an **even wilder second season** with new companions! Meet **Wild Smurf**, who lives in the middle of the forest and has a mischievous personality with strong connections to the animal world. But watch out! He's about to shake up the Smurfs' daily routine. There's also **Leaf, the fairy** destined to replace Mother Nature, who will lead the audience into an ever more magical and fantastic world.

Constantly pursued by Gargamel and Azrael, or by the ogres Bigmouth and Egghead, the Smurfs and their friends are on for new thrilling new adventures!

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PITCHBIBLE



© Peyo Productions - Dupuis Édition & Audiovisuel
Les Cartooners - KIKI - KETNET - RTBF.be - 2022

THE SMURFS

SEASON 2



Peyo
PRODUCTIONS

DUPUIS
ÉDITION & AUDIOVISUEL

KIKI
MY MEDIA LTD

KETNET

RTBF

SCREEN
FLANDERS

BNP PARIBAS
FORTIS

WALLONIE

WALLONIE

WALLONIE

WALLONIE

WALLONIE



THE SMURFS

SEASON 3

TV SERIES (2023)

52×11' | 5-10 Years Old | 3D CGI Animation

In this new season, not only are we rediscovering the original 100 Smurfs, but we are meeting **new Smurfie characters**, each with their own specific trait and unforgettable personality. They bring a fresh new burst of comedic energy as they complicate daily life for Papa Smurf and Willow, while confusing and disrupting Gargamel's evil plans! For the first time, **the new Smurfies' Village** is revealed on screen! This third Season also introduces **Gargamel's niece and nephew!** These two pre-teens are trouble for the Smurfs... and for Gargamel too! And then there's Voltaire, a young dragon who lives in a cave. Smurf your seatbelts and get ready for the ride!



© Peyo Productions - Dupuis Édition & Audiovisuel
Ellipsanime Productions - KIKI - KETNET - RTBF.BE - 2023

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THE SMURFS

CLASSIC TV SERIES (1981-1989)

272×24' | 4-10 Years Old | 2D Animation

9 Seasons | 40+ Dubbings

After decades of continued **successful broadcasting** across all platforms, the animated series developed by Hanna Barbera in the 80's has definitely become an **evergreen classic**. The recent digital remastering brings the exciting and magical adventures of the cheerful little blue characters with their white hats and trousers to the audience of our time, ensuring its ever-present broad appeal across cultural, age and gender demographics. With dubbings available in more than **40 languages**, the Smurfs TV series offers **hours of timeless entertainment** for the whole family to watch.

Nominated multiple times for Daytime Emmy Awards Outstanding Animated Program

WINNER OF OUTSTANDING CHILDREN'S ENTERTAINMENT SERIES EMMY AWARD (1982-1983)



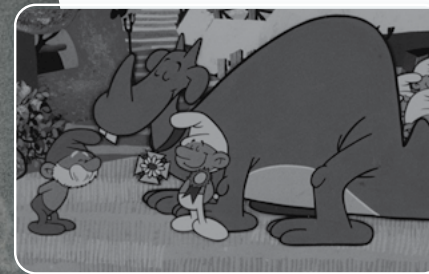
A HANNA-BARBERA production,
in collaboration with LAFIG
© HANNA-BARBERA/LAFIG (1981-1989)

DOWNLOAD THE
DETAILED
PRESENTATION



THE SMURFS

THE SMURFS ORIGINALS



A TVA Dupuis Production - © LAFIG (1961-1967)

THE SMURFS ORIGINAL TV SERIES (1961)

5×11' | Kids and Family | 2D Animation

Did you know that we've unearthed the most smurftastic treasure? In 2023, we found some seemingly innocuous reels in the Smurf archives. After cleaning them up and digitising them, we realised that they contained a TV series containing 5 never seen before black and white episodes that were created in **1961** by **TVA-Dupuis** and had been completely forgotten about! These treasures, hidden for over 60 years, contain the smurfiest stories and adventures! Their old-time style is wonderfully charming and offers a rare glimpse into a forgotten era of television.

THE SMURFS AND THE MAGIC FLUTE FEATURE FILM (1975)

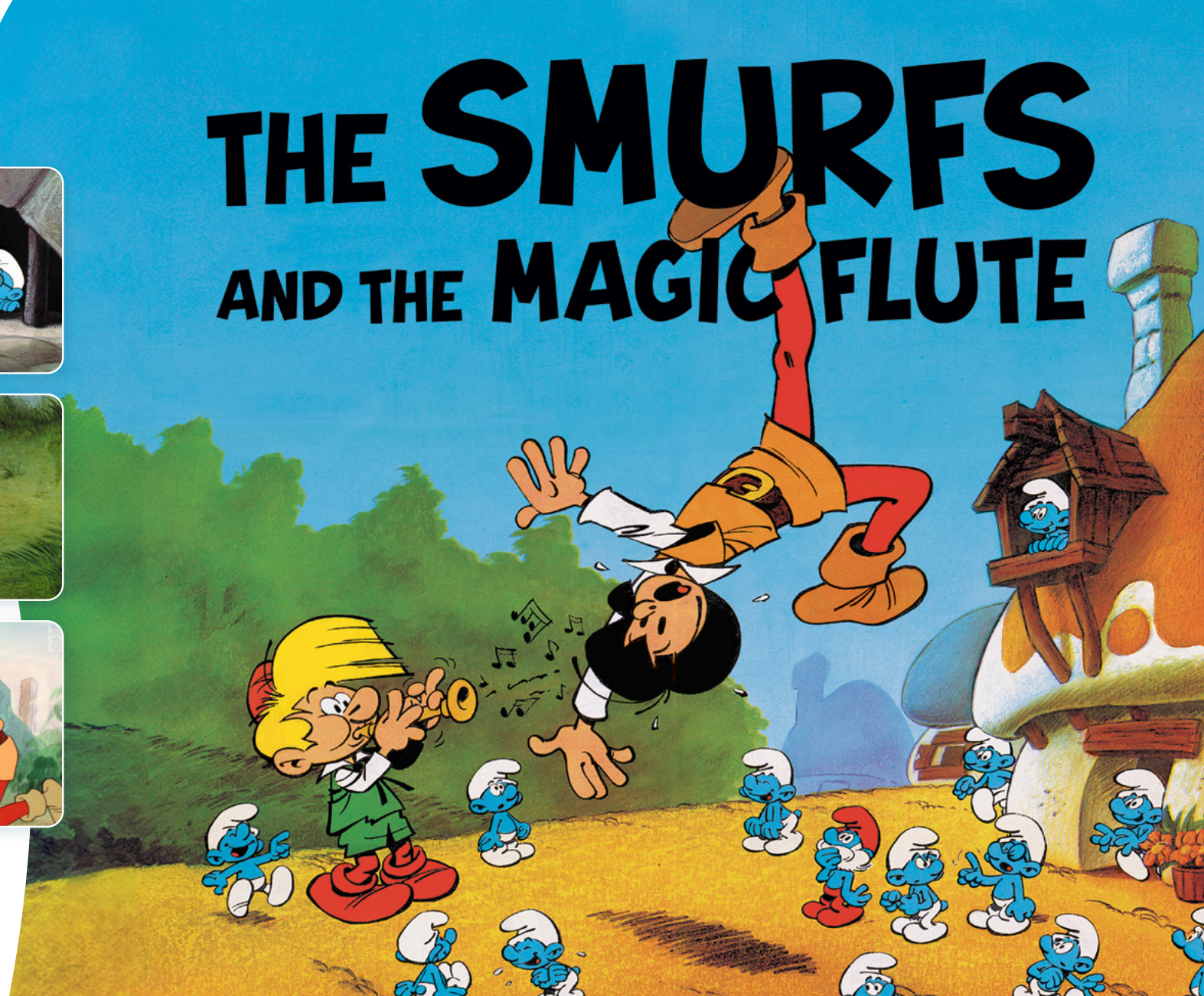
1×70' | Kids and Family | 2D Animation

Based on the original **Johan & Peewit** comic book by Peyo released in 1958, in which the Smurfs made their first appearance, this feature film tells the funny and adventurous story of how a **magic flute disappeared from the Smurf Village** and how the knight Johan and his companion Peewit will need the **Smurfs' help** to save the day. The **UHD restoration** from the original film spruces up this inescapable hand-drawn animation jewel. The music was composed by Oscar and Golden Globe winner Michel Legrand.



An EDITIONS DUPUIS / BELVISION FRANCE
Co-production - © LAFIG (1975)

THE SMURFS AND THE MAGIC FLUTE



FROM THE WORLD OF PEYO TO PLANET SMURF DOCUMENTARY (2011)

1×52' | Adults and Family | Live Action

This documentary retraces **how Pierre Culliford became Peyo**, the author and the artist. His work and characters, from **Johan and Peewit** and **the Smurfs** to **Benny Breakiron and Pussycat**, are all explored by his family, close friends, former colleagues and critics. It also features the American team who created the **Sony Pictures** blockbuster hit **"The Smurfs" in 3D**.



A Nexus Factory, IMP5, Des Places & Des Montagnes,
and RTBF Production (2011)

From
the world of
PEYO
to planet
SMURF



COMING SOON...





TALES OF JOHAN & PEEWIT

TV SERIES - COMING SOON (2027)

10×22' | Tweens | 3D CGI Animation

Based on **Peyo's** magnificent comic strips, "**The Secret of the Salamander**" is **Johan and Peewit's** origin story. Planned for **2027**, the first season focuses on **Johan** and his quest to discover his mysterious origins. Along the way, he meets his future best friend, **Peewit**, and a whole host of other fantastical misfits. Together, they encounter many pitfalls and adventures, while being pursued by the villainous **Würm the Necromancer**. This is a charming story about being a hero despite impossible odds and immeasurable obstacles. It is also a story about the friends you make along the way and the family you choose to follow.



THE SMURFS

TV SERIES MAKING-OF COMING SOON (2025)

1×22' | Kids and Family |
Live Action and 3D CGI Animation

Join the **Smurfs** on a new adventure: **the making of the new TV series!** Embark on a **52-minute** voyage about the creation of the show and discover how the **Smurfs** were brought to life in **3D**. Let the **Smurfs** take you on this adventure and learn what goes on behind the scenes. Instead of being in the village, you'll be in the studio where you'll be meeting the people who work on the show. Just like the **Smurfs**, they each have their own personality and strengths! And they face creative and technical challenges just like the **Smurfs** would confront **Gargamel**: by finding a solution together. Don't miss this captivating journey into the heart of smurfy television magic!



© Peyo Productions - Dupuis Édition & Audiovisuel (2024)

THE SMURFS

TV SPECIALS COMING SOON (2026)

2×22' | 5-10 Years Old | 3D CGI Animation

If you feel like you can't get enough of your favorite blue characters, we have great news! Just before Season 4, **The Smurfs will be back in 2026 for two (very) special episodes.** Double the length of the original format, for double the amount of fun! More Smurfy adventures to come for the whole family.





BENNY BREAKIRON

TV SERIES
COMING SOON (2028)

26×22' | 7-10 Years Old

Have you ever heard of an incredibly strong little boy who loses his superpower when he catches a cold? No? Well lucky you, you're about to get to know **Benny Breakiron**, a charming character created by **Peyo** as a comic book in **1960**. We follow his adventures in this brand new TV series, set for release in **2027**. Along with his friends, he'll be getting into all sorts of mischief and adventure and using his superhuman strength to get them out of some sticky situations! But let's hope he doesn't start sneezing because he loses all of his strength whenever he catches a cold! So hold onto your hats! You're in for a ride with **Benny Breakiron** and his friends! ACHOO!



Let's smurf together !



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