

the **SMURFS**TM TV series

CLASSIC TV SERIES
LICENSEE'S GUIDE



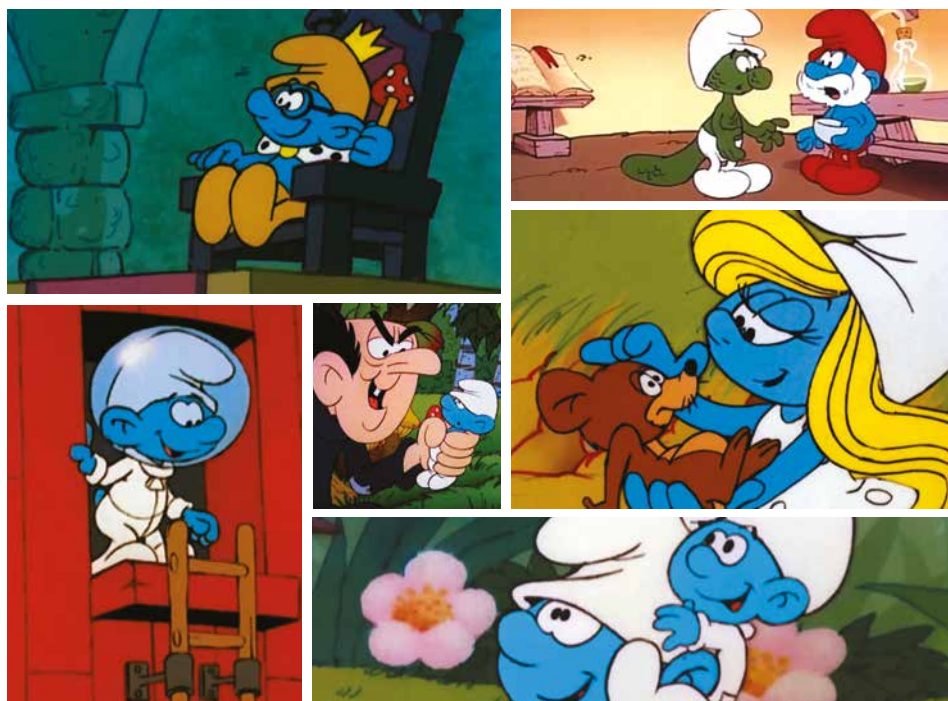
01



Welcome!

Synopsis

Far, very far from here, in a little village full of mushroom-shaped houses hidden deep inside a mysterious forest live the Smurfs. These little characters are just three apples high, have blue skin and are dressed in white trousers and white hats. Led by the wise Papa Smurf, the happy, easy-going bunch lives a peaceful existence rhythmmed by the seasons in perfect harmony with their natural surroundings. At least until the nasty and sneaky evil wizard Gargamel, with the help of his mischievous cat Azrael, comes up with yet another diabolic plan to catch the little Smurfs and turn them into gold. Brainy, Hefty, Jokey, Smurfette and all their friends will have to go to great lengths and live amazing adventures to bring peace back to the forest and their village.



02



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Smurfs in numbers

With **272 episodes** from **9 seasons** produced between 1981 and 1989 and dubbed in **49 languages**, the numbers behind the classic series “The Smurfs” are simply out of this world.

03



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Smurftastic themes

The classic series “The Smurfs” offers such a **vast catalogue** of themes and settings that it can easily match any need. From the traditional specials to custom selections, there are Smurf episodes **for every occasion**.

04



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Let's smurf together

IMPS s.a. is the official licensor of the Smurfs and operates the commercial activity of the brand through a 360° integrated licensing program. Audiovisual, publishing, merchandising – everything is handled from our office in Belgium.

02

Smurfs in numbers



272 episodes • 9 seasons

120 x 24' • 304 x 12'

With its 9 seasons, the classic series “The Smurfs” offers a total of 272 episodes. Out of those, 120 episodes are 24’ segments and 152 episodes are made of two segments of 12’. All in all, it amounts to **424 different and independent stories** that can be watched in any order. For the purpose of clarity, consider this example: a license agreement for 10 episodes could reference to 10 x 24’ segments, 20 x 12’ segments or any combination in-between.

49 dubbings

With dubbings available in almost **50 languages**, the series offers hours of timeless entertainment. The number of episodes available in each language differs from one to the other, but multilingual license deals remain possible.

4 • 10 years old

As an enjoyable mix of **slapstick comedy, fantasy settings**, adventure stories and reflection, the Smurfs TV series appeals to children across both cultural and gender demographics.

HD 16:9

As an answer to unanimous requests from broadcasters and business partners, the original SD 4:3 format of the series went through an **upscaling process** and is now exclusively available and broadcast globally in upscaled HD 16:9.

2D animation

The collaboration between Peyo and the Hanna-Barbera production team gifted the series with its colourful, 2D hand-drawn look that continues to seduce generations of viewers.

1981 • 1989

After decades of continued successful broadcasting across all platforms, the animated series developed in co-production with Hanna-Barbera in the 80’s has definitely become an evergreen classic alongside the most successful series from the well-known studio.

03



Smurftastic themes

“ With over **400 stories**, the classic TV series “The Smurfs” offers such a vast catalogue of themes and settings that it can easily match any need. From the traditional Christmas, Halloween or Valentine’s Day specials to custom thematic selections, there are Smurf episodes and amazing matching designs for every occasion. ”

LOVE ADVENTURE

**TRAVEL
THROUGH
TIME**

**HALLOWEEN
& MONSTERS**

INVENTIONS

NATURE SMURFS &

ANIMALS FRIENDS

CHRISTMAS

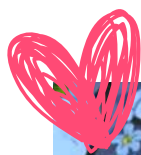
**SPORTS AND
MANY**

TRAVEL | WORK MORE ...



LOVE

“ Even if Grouchy says he hates everything and everyone, deep down, he is capable of love just like any Smurf in the village. In fact, if there is one thing that the Smurfs know how to do, it is to love and care for each other deeply. ”



My Smurfy Valentine

Smurfette discovers the evil with Chlorhydris's wicked plan to cast "a world without love" spell at the magic wishing well. It's a race against time for the Smurfs and Cupid to save the day!



Smurfily Ever After

The boy from the wood and Laconia, the deaf-mute elf, ask Papa Smurf to celebrate their wedding. The Smurfs are getting the party ready, following the advice of the Smurfette, when Gargamel comes to put a spoke in their wheel.



Papa's Wedding Day

When the flower fairy Nymph arrives at the Smurf Village, all the Smurfs fall for her charm and wit. And soon they learn that she is to be some sort of Mama Smurf to them.



Love Those Smurfs

A wicked sorceress casts a spell on the Smurfs, forcing them to love themselves and not each other. Vanity, who's always like that, was away at the time, but notices the change when he returns. He breaks the spell by getting all the Smurfs to eat humble pie baked by a wizard.



Handy's Sweetheart

Handy learns it's better to have smurfed than not to have smurfed at all when he learns his true love is really a mermaid. Can they really live with each other forever?



...and many more!



HALLOWEEN & MONSTERS



“ It might seem peaceful from the outside, but the forest where the Smurfs live is actually full of dangers and scary creatures... Trolls, giants, witches, ghosts, gargoyles, dragons – you name it! It will require strength, courage and mutual assistance to get out of their traps safe and sound. ”



All Hallowseve

While out on a mischief-making mission to destroy the Smurfs' Happy Halloween party, Gargamel and Hogatha catch Lazy who has been accidentally turned red by Mother Nature. Papa and the Smurfs help Lazy escape while Mother Nature has Father Time help turn Lazy's red into blue just in time for the Halloween party.



Monster Smurfs

This is spook-a-Smurf eve, and all the Smurfs get ready for the fancy dress party... But Brainy Smurf gets hold of Papa Smurf's Book of Magic, and all the Smurfs are changed into hideous but funny creatures. Yet danger lurks...



Smurfing for Ghosts

Peewit is at the castle of his friends Selwyn and Tallulah when Uncle Fenwick, the friendly ghost, asks for his help in chasing a few relatives who've come to haunt him... Peewit has to get help from the Smurfs, and a merry chase begins...



Poltersmurf

There are few things Grandpa Smurf enjoys more than telling a good scary story, and there are few Smurfs who don't love to listen. But things get a little too much for Brainy Smurf when Grandpa tells of Poltersmurfs, and Poltersmurfs begin harrowing Brainy...



Haunted Smurf

The Smurfs' winter food supply is destroyed and they journey to a distant castle in search of shelter. Initially, they think the castle is haunted, but after they solve the mystery of a greedy pack of rats, the grateful owner presents them with an abundance of food for their long winter.



NATURE

“ When you live in such close harmony with nature as the Smurfs do, it seems only obvious to be concerned about its sustainability. From helping Mother Nature in her difficult tasks to defending the forest against evil-doers, the Smurfs will not shrink from anything. ”



I Smurf to the Trees

Helped, if that is the right word, by Scruple, his apprentice, the evil wizard Gargamel once again wants to catch the Smurfs. He is able to steal from Mother Nature a magic formula that wakes up the trees. Suddenly the forest speaks and moves! Now, for sure, Gargamel will be able to capture the little blue people, won't he? Or will he? And what if all the trees leave for good?



The Smurfs' Springtime

The wicked wizard Gargamel asks the sorcerer Balthazar for a recipe to capture the Smurfs. It involves kidnapping Mother Nature to stop the arrival of Spring. Luckily, the Smurfs save the day.



Bubble, Bubble, Smurfs in Trouble

Each morning, dew is deposited by water sprites on forest leaves. Wait till you see what happens when Scaredy Smurf gets hold of the dew-making magic wand...



How to Smurf a Rainbow

Mother Nature is too busy to conjure a rainbow for the Smurfs' festival, so Papa Smurf borrows her cookbook and mixes up the recipe himself. As there is no yellow available, they use the leprechaun's gold to produce a beautiful rainbow before Gargamel can steal it.



Lumbering Smurfs

Greedy tree cutters plan to chop down King Gerard's forest while he is away on vacation. Papa Smurf disguises the Smurfs as ghosts to scare the lumberjacks who willingly surrender to the returning King and his army.



ANIMALS

“ It is a well-known fact: Smurfs have a very special bond with animals and deeply care for their well-being. Their kindness knows no boundaries! Which can sometimes bring surprises, like when Puppy wreaks havoc in the village or when they stumble upon their enemy Azrael in distress... ”



A Myna Problem

Clumsy has found a new friend. A Myna bird, very good speaker indeed, apt to repeat every syllable it hears... even not very nice things, thus creating a lot of bad feelings in the Village of the Smurfs. How this bird can change the Smurfs into ducks and how this strange circumstance foils one more of Gargamel's evil plans will have to be seen to be believed.



Squeaky

This is the dramatic, moving story of the friendship between Smurfette and her pet mouse. A sad event reduces Smurfette to tears... Can the Smurfs comfort the despairing Smurfette?



Brainy Smurf, Friend to All Animals

Brainy dons his safari hat and roams the forest to do good deeds for animals. He mostly gives advice to the creatures but balks when he can really save the life of a wildcat being hunted by Gargamel. Nat gives Brainy the courage to free the cat from Gargamel's trap.



Puppy

Hornibus gives the Smurfs a dog that they name Puppy. The playful, normal-sized animal likes his new home, but Balthazar captures him, thinking that the Smurfs' magical secrets are in Puppy's collar. The Smurfs rescue the dog and Baby finds only music in the collar's locket.



All Creatures Great and Smurf

Nat Smurf is convinced he can help all creatures with his healing ways, even the wicked Azrael after he gets his paw caught in a trap. He heals well, but even though he is tempted to stay with the Smurfs, he runs back to Gargamel while leading his old master away from Smurf Village.

...and many more!



SPORTS



“ For Hefty, it is wrestling. For Handy, it is car racing. For Grouchy, it is swimming. For Dreamy, it is sailing. For Clumsy, it is mountain climbing. And Brainy, well, is the referee. Smurfs enjoy sport differently, but are always open to trying a new discipline! ”



Smurfic Games

The Smurfs discover the spirit and joy of friendly competition when they hold their first "Smurfic Games". After a near miss with the troublesome cat Azrael, the Smurfs decide they need to get into better shape. Papa Smurf suggests that the Smurfs tone their bodies as well as sharpen their athletic abilities by inaugurating the "Smurfic Games".



A Hole in Smurf

Oh, sure, kickball (or smurfball, as they call it) is all right for a while. But it gets sort of boring after a few centuries. Now there's this new game that has been invented by a nondescript Smurf, a game where you hit a ball with a stick and send it into a gopher hole...



Smurf Box Derby

Handy Smurf makes another invention: the Smurfmobile. Each Smurf has his – or her – customized vehicle and all, or almost all, the Smurfs enjoy a little spin... But then the evil wizard Gargamel gets hold of the idea and starts making trouble for the Smurfs...



Clumsy in Command

Nobody wants to go when Clumsy leads a hike to Mount Majestic, so Papa suggests a two-team race to the summit. Brainy's team is sure they'll win, but Clumsy proves that persistence and caring are just as important as brains when he rescues Brainy's team from a falling boulder and wins the race.



Mud-Wrestling Smurfs

The Wartmongers are draining Smurf River to make mud for their wrestling matches. Clumsy, who has been feeling like a loser at sports, becomes a hero when he must wrestle the Mad Maher as a distraction, enabling Papa and Hefty to break into the factory and destroy the mud making machine.



...and many more!



INVENTIONS



“ Did you know Handy is the brilliant mind behind Clockwork Smurf? Or ice-cream? Or wheelchairs? Or trains? Or cars? Or a weather machine, even? Smurfs may live in the forest, but they owe it to Handy to come up with genius ideas for technological inventions. ”



The First Telesmurf

Papa Smurf pours a magic potion over the new Smurf-melon patch, which instantly grows and grows all over the village and forest. The Smurfs use the blossoms as a telephone, but before Gargamel can trace their voices, the flowers turn into melons and telesmurf is no more.



Foul Weather Smurf

Handy invents a weather machine that will allow the Smurfs to control their environment at will. Unfortunately, they cannot agree on whether it should rain or be sunny so the machine overloads and explodes.



Skyscraper Smurfs

Sure, a village of mushroom-shaped houses is nice and jolly... But not very modern, in Architect Smurf's view. What the Smurfs need is smurfdominium, a new, daring concept that will change the art of living forever...



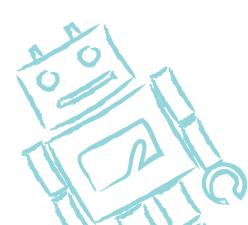
Locomotive Smurfs

Handy Smurf has hit on a revolutionary new idea: a sort of smurfless carriage that moves on railroad tracks. He calls it a railsmurf and it makes for less work in the Village... until Gargamel chances upon it.



The Smurfomatic Smurfolator

The evil wizard Gargamel still wants to destroy the Smurfs. This time, he sends on the forest the seeds of a creeping weed that is sure to entangle all the Smurfs... But Handy Smurf has devised a smurfomatic smurfolator...



...and many more!

04

Let's smurf together

IMPS s.a.

IMPS is the official licensor of the Smurfs and manage the rights of their universe and the other characters created by Pierre Culliford, aka Peyo. Founded in 1984 by Véronique Culliford, Peyo's daughter, and based in Genval, Belgium, the company today has 30+ employees who are busy developing the brand throughout the world. With the support of the dedicated in-house studio that keeps Peyo's work alive with new drawings and designs, IMPS operates the commercial activity of the brand through distribution of audiovisual productions and rights licensing for book publishing, merchandising, promotions, exhibitions, theme parks and live shows. All of which have secured the everlasting success of the Smurfs for over 60 years.

Sales

Nele De Wilde

Business Affairs Manager
Audio & Audiovisual

nele.dewilde@smurf.com
+32 (0) 2 655 11 52

Anne-Claire de Briey

Junior Account Manager
Audio & Audiovisual

anne-claire.debriey@smurf.com
+32 (0) 2 655 11 86

Material and dubbings

Vassili Koumparoulis

Project Manager
Audio & Audiovisual

vassili.koumparoulis@smurf.com
+32 (0) 2 655 11 61



rue du Cerf, 85
1332 Genval (Belgium)
T : +32 (0)2 655 11 54
www.smurf.com