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Olly the Little White Van wheels into China

April 21, 2015 by [Jeremy Dickson](#)

CGI-animated preschool series [Olly the Little White Van](#) from UK-based producer Ideas at Work is driving into China for the first time. In a new deal brokered by Paris-based distributor awol Animation, Beijing-headquartered kids and family entertainment company Uyoung Culture & Media has picked up the series for the Chinese market.



The deal will see the program roll out across multiple platforms in China later this year, followed by brand launches encompassing toys, publishing, other L&M, theme parks, digital media and apps.

Olly the Little White Van, which first aired on Milkshake and Cartoonito in the UK, has since been picked up by multiple international broadcasters including Zapp (Netherlands), TG4 (Ireland), Al Jazeera Children's Channel (Middle East), PBS (Thailand), EBS (Korea), TVNZ (New Zealand), Minimax (Hungary), Pixel TV (Ukraine), Irib (Iran) and Yumurkak in Turkey.

Since launching in 2000, Uyoung has developed a number of its own IP and grown its portfolio of acquired animated series to include media and consumer products rights for Aardman's *Shaun the Sheep*.

Tags: [awol animation](#), [China](#), [Ideas at Work](#), [Olly the Little White Van](#), [Uyoung Culture & Media](#)