

# Simsala Grimm™

onegate  
A Studio Hamburg Company



*Once upon a time, when miracles were still possible, there was a magic spell that opened the doors to the enchanted world of Simsala, a magical place that was home to all of our fairytale characters: Simsa-Simsala-SimsalaGrimm.*

# Information

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**Original title:** SimsalaGrimm

**Genre:** Family & Kids

**Format:** 2 Seasons x 26 x 25'

**Year of production:** Ongoing

**Country of origin:** Germany



# Why it Works...



**Around the World**


Germany's **No. 1** TV-export...

... airing in **more than 120 territories** around the globe.



**Media Franchise**

SimsalaGrimm™ is the only media franchise officially approved by the estate of the Brothers Grimm.



**Target Audience**

Boys and girls aged 5 to 10...

...transgenerational nostalgia.



**Since Over 20 Years**

Creating fairytales with happy endings since 1999.



**Great Storyline**

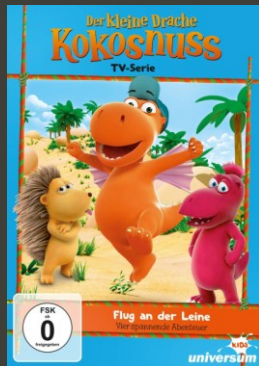
*"A unique global masterpiece combining traditional story telling with a modern spirit of adventure."*

*Hollywood Reporter*

# Comparables



ARD, NDR, SWR



ZDF



KiKa



ZDF, CNC



Netflix

# Series Synopsis

Once, when magic was still real, a spell opened the gates to Simsala, home to all our favorite fairytales: Simsa-Simsala-SimsalaGrimm.

SimsalaGrimm brings classic tales to life through the eyes of Yoyo and Doc Croc, two lovable heroes who dive into each story, help its characters, and ensure every ending is a happy one.



# Yoyo

**Witty Wanderer.**

*A charming little rascal.*

---

Yoyo is bold, curious, and always ready for adventure, with a grin to match. Fearless and full of energy, he dives into danger to help his friends.

Beneath his playful spirit is a big heart and a firm belief: every problem has a solution.



# Doc Croc

## Yoyos best friend.

*Always has a solution up his sleeve.*

Doc Croc is wise, kind, and full of knowledge: the voice of reason in every tale.

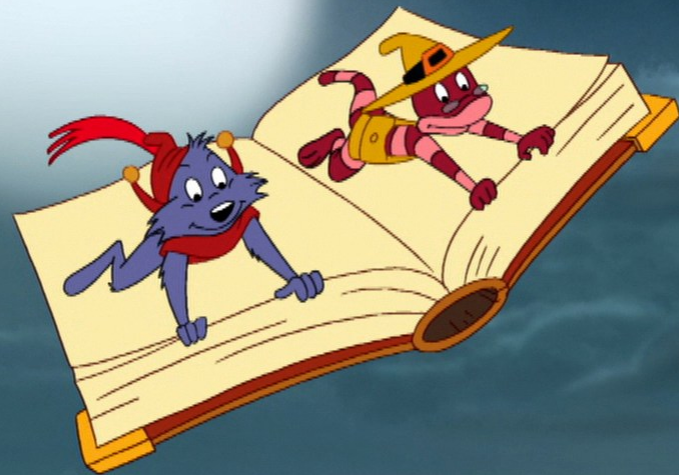
A bit pedantic, but always well-meaning, he's great at solving tricky problems, often with just the right fix hidden up his sleeve.



# The Fairytale Book

... is Yoyo and Doc Croc's means of transport through the fairytale world of Simsala.

A magical object with the world's biggest fairytale collection, it always knows where the next adventure begins. Its landings, though... could be a bit smoother.



# Product Portfolio



**Available NOW...**

...2 Seasons  
x 26 x 25'...




...a **success story** sold in  
**100+ countries.**

**...Coming SOON...**

...Yoyo & Doc Croc's  
**Grand Tour...**


...a **Mini-Spin-off  
Series (26 x 3.5')...**



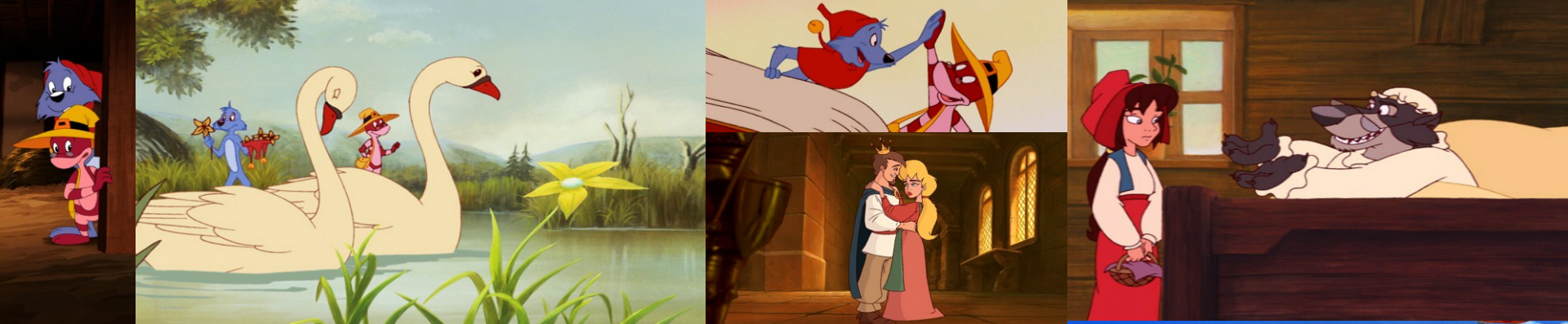
...targeting  
**Boys and Girls 2-5  
(Pre-School).**

**...IN Process**

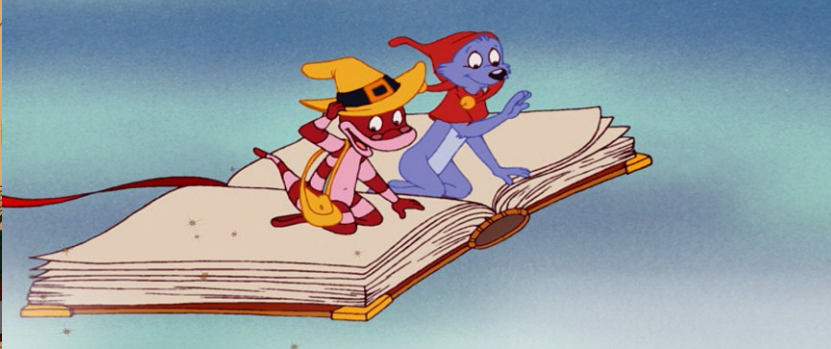
...and more  
to come...



...including a **'Feature Film'  
(2026)** and a **'Season 3'  
(2027).**



**Impressions...**



# #PartnerUp



**Kerstin Grünwald**  
Austria, Switzerland, Italy



**Esther Henze**  
Spain, Portugal, LatAm



**Olaf Wiehler**  
English-Speaking Territories,  
Scandinavia, MENA



**Stephanie Wang**  
French-Speaking Territories,  
BeNeLux, Eastern Europe, Asia



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