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Berlin: Mattel's 'Max Steel' to Be Touted to Buyers

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Mattel

Dolphin Films International, a startup division of Dolphin Films, partners with IM Global to introduce the potential family franchise to global buyers at the upcoming EFM.

A live-action, feature-length origin story based on the Mattel franchise *Max Steel* will be front and center of the sales slate for startup international distributor Dolphin Films International.

Max Steel centers on a teenager and his alien companion Steel, who combine special turbo-energy powers to create the superhero Max Steel.

The movie adaptation is being produced by Dolphin Films and Mattel and is slated for a wide theatrical release.

It is being penned by Marvel Studios veteran **Christopher Yost** (*Thor: The Dark World*) and directed by **Stewart Hendler**, with a late 2014 U.S. rollout penciled in by Open Road Films for late 2014.

The fledgling banner, birthed by family content creator Dolphin Entertainment's movie arm Dolphin Films, will tout the film adaptation and other family-based titles to buyers at the upcoming European Film Market via its multiyear partnership with IM Global, the distribution and sales operation led by **Stuart Ford**.

Max Steel will be showcased by Dolphin Films International with IM Global and Mattel in Berlin, the parties said.

Christine Perrin-Stocco, who has led Dolphin's international sales for the past 12 years, will expand her role to top the startup division.

Under the Dolphin Films International venture, IM Global will provide international sales, marketing, publicity, technical operations, legal and accounting support, giving the operation a boost at major film festivals and markets as well as access to distribution relationships around the globe.

A subsidiary of India conglomerate Reliance ADA, IM Global has its own slate of 15-20 films per year.

In addition, the company is a partner in Latin films sales company Mundial, has a worldwide distribution services arrangement with **Jason Blum's** Blumhouse International and operates leading pan-Asian rights acquisitions vehicle Apsara Distribution.

"Family films drive the leading box office results worldwide. We're thrilled to partner with IM Global and provide international distributors with powerful, branded films the entire family can enjoy," said Dolphin Films CEO **Bill O'Dowd**. "We couldn't be happier to launch the division with *Max Steel*, a franchise film with studio clout that comes with the added value of being a successful Mattel property.

IM Global's Ford said: "Quality family films are a much-needed product in the international marketplace, and we're excited to partner with Dolphin Films International to capitalize on this demand."

Under Perrin-Stocco's leadership, Dolphin has distributed numerous projects to more than 100 territories, reaching upwards of 300 million viewers, including the Primetime Emmy Award-nominated Nickelodeon show *Zoey 101*.

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