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Property Watch

Henson teases **Skrumps** with video blogs

by Gary Rusak



Henson's landing an online audience for upcoming series *The Skrumps*

The latest creation from The Jim Henson Company likely won't hit TV airwaves until late next year or possibly 2009, but that doesn't mean its presence isn't being felt. The **Skrumps**, based on a toy line created by artist John Chandler in 2005, is a character-driven boy-skewing property that's building its fan base online as it continues to evolve.

What originally began as a way to test proprietary Henson Digital Performance Studio technology, has now become a pointed marketing tool. The company created **Skrumps** band GrumbleBelly and began putting shorts, animated using HDPS software, on a microsite at Yahoo! Kids. Since then, says Lisa Henson, co-CEO, the company has started adding video blogs to whet young viewer appetites while it works to secure broadcast deals and consumer products partners for the soon-to-be-produced series.

While she is mum on how negotiations are going, the reaction to the blog has been substantial. Since it's January 2007 launch, the **Skrumps** microsite (<http://kids.yahoo.com/experiences/skrumps>) has logged 135,476 page views, welcoming more than 66,000 visitors and streaming 122,474 **Skrumps** videos.

With the next few months' worth of video blogs in the can, and a positive reception at last month's Comic-Con, expect to see more and more seeding of the **Skrumps** through non-traditional media.