



HARİ

# MYSTERY LANE

**Unifrance  
TV Export  
Awards**  
22<sup>nd</sup> edition — December 15, 2025

# INSTANT CLASSIC

SCOOBY-DOO MEETS SHERLOCK HOLMES...  
FROM AN ANIMAL'S POINT OF VIEW

# INVESTIGATION #COMEDY #ACTION #ADVENTURE



SEASON 1: 26 × 22' EPISODES - CHRISTMAS SPECIAL 1 × 44'  
SEASON 2 (26 × 22') IN PRODUCTION



# SYNOPSIS

Strange things are happening in London.

And there's only one animal capable of tackling mysteries of this scale: a hamster named **CLEVER** - a detective with a prodigious sense of observation and razor-sharp deductive skills.

When things don't go quite according to plan, she can always rely on her **hot-headed little brother BRO**, who's never afraid to take on foes far bigger than himself.

The **dangers** they face are **as extraordinary as their cases** - which often border on the supernatural. Will they manage to crack the mysteries that continue to baffle Scotland Yard?



# AMBITION AS BIG AS CLEVER'S LATEST CASE

**Storytelling-wise**, our ambition is to immerse children in a world of **mystery, suspense, and brilliant deduction** — always trusting their intelligence, much like Conan Doyle did with his readers.

**Visually**, we strive for film-grade animation, lighting, and compositing, crafting rich and **memorable atmospheres**.

The result? A truly **premium experience**.



# EXTRAORDINARY EXPOSURE

france•tv

Disney  
CHANNEL

SUPER RTL

Rai Kids

YOUKU 优酷

ABC

RTS Kids

svt

nrk super



3

TELEVISIÓ DE CATALUNYA

DR

3

amc

HRT

Hrvatska radiotelevizija



yle

M mediacorp

RTP

VOYO

oneplay

ERR

primo TV

TVP  
abc

gulli  
AFRICA

# AVAILABLE IN 84 TERRITORIES  
#DUBBED IN 20 LANGUAGES



# ALMOST SUPERNATURAL PERFORMANCE

The series is top-performing — **‘way beyond the channel average’** (ABC), capturing **‘strong market share’** (Disney Germany) **‘in a never-before-seen way’** (France Télévisions).

In France, it racked up over 1 million views on the VOD platform in just six weeks, **shattering all records for an original creation.**

Since launch, Mystery Lane has stayed firmly in the **Top 3 shows.**

What’s truly extraordinary? Even when kids already know who the bad guy is, **they keep watching — and rewatching** — to spot what they missed, soak up the atmosphere, and revel in the storytelling.



# BAD GUY-LEVEL STRATEGY

The distribution follows a **four-window model**:

1/ **Free TV / FVOD** — broad visibility and shared family discovery on leading European free-to-air broadcasters - both public and commercial - whose family-focused programming environments align naturally with the show's spirit: curious, playful and accessible to all ages ;

2/ **Pay TV / SVOD** — a second moment of engagement with subscribed family audiences ;

3/ **FAST / AVOD** — complementary reach in territories without linear broadcasting, allowing organic circulation ;

4/ **YouTube / Digital** — clips, compilations and mini-cases that extend the show's presence and connect with younger viewers.



# PRESS TESTIMONY FILE

« Visually stunning, captivating, and boldly inventive, the animated series Mystery Lane is an outstanding achievement. » (Le Parisien)

« With humor and cleverness in an animalistic Scotland Yard style, Sherlock now has serious competition! » (Telerama)

« A standout animated series, mixing Sherlock Holmes flair with an irresistibly engaging pace! » (Cartoni e TV)

« At last — a European animated series that rivals the big American players. » (TV per ragazzi Italia)



# FINAL CASE POINTS BEFORE THE VOTE

**A truly global performer**, delivering strong ratings across Europe, Asia, US and Oceania

A **fresh**, cinematic, and unmistakably fun **take on the mystery genre**, where comedy and suspense work hand in hand.

**Consistently top performing results** on major kids' broadcasters, proving Mystery Lane hits the sweet spot for both kids and family co-viewing.

**A world and a tone that travel extremely well:** London reimaged, clever humor, high energy, and iconic villains.

**A duo of heroes with instant appeal** — Clever's sharp logic meets Bro's fearless improvisation, creating a dynamic audiences everywhere connect with.

**Strong industry endorsement**, including a Pulcinella Award, an International Emmy nomination, and key national recognition.

A property with **long-term potential**, supported by a Christmas Special (1×44') and Season 2 already underway.

**A standout French export**, built on premium craft, character-driven comedy, and a universe that clicks with international audiences.



# LAST CLUES

mon petit frère on adore Mystery Lane.

voudrait savoir quand la saison deux

a regardé la saison 1 des dizaines de fois.  
Non, je préfère Clever et mon Petit frère préfère  
Na. Na maman préfère NeFlair.

Je adorait vous rencontrer! Au savoir  
moment faites vous les dessins animés?

☺

merci

☺

Merçi

☺

Je m'appelle maël J'ai 6 ans et  
j'adore la saison 1 de mystery Lane.

merci savoir si vous êtes en train  
de regarder la saison 2

Bonjour,

Je m'appelle Marie Éléna. J'ai 6 ans et  
j'habite à Levallois-Perret.

J'adore Mystery Lane! J'adore surtout

A Noël, j'ai été à Londres et je suis par  
et Camden town. J'ai un chien  
qui ressemblait beaucoup à Mac!

Est-ce qu'il y aura bientôt des nouveaux  
épisodes? Est-ce que vous pourriez m'envoyer

**HARI**

**MYSTERY  
LANE**

**THANK YOU!**

**CONTACT**

166, boulevard Voltaire  
75011 Paris  
  
+33 1 45 31 39 44  
<https://hari-studios.com/>

**PRODUCERS & CO-FOUNDERS**

Josselin Charier  
[jcharier@hari-studios.com](mailto:jcharier@hari-studios.com)  
  
Antoine Rodelet  
[arodelet@hari-studios.com](mailto:arodelet@hari-studios.com)

**COO**

Arthur Bernard  
[abernard@hari-studios.com](mailto:abernard@hari-studios.com)

**DIRECTOR OF STRATEGIC  
PARTNERSHIPS & FINANCING**

Sophie « Kido » Prigent  
[kido@hari-studios.com](mailto:kido@hari-studios.com)

**HEAD OF SALES**

Toby Jones  
[tjones@hari-studios.com](mailto:tjones@hari-studios.com)

**BRAND MANAGER**

Corentin Besse  
[cbesse@hari-studios.com](mailto:cbesse@hari-studios.com)