



DISNEY BRANDED TELEVISION SCORES LIONEL MESSI-INSPIRED ANIMATED SERIES 'MESSI AND THE GIANTS' FROM SONY MUSIC VISION AND SONY PICTURES TELEVISION – KIDS

New Action-Adventure Series Will Debut Exclusively on Disney Channel, Followed by Disney+



[Link To High-Res Image](#)

(BURBANK, Calif. – Dec. 16, 2024) Disney Branded Television scores a goal with the acquisition of “Messi and the Giants,” a sci-fi animated show inspired by worldwide football sensation Lionel Messi from Sony Music Vision and Sony Pictures Television – Kids (SPT – Kids). The animated series, which unfolds in an epic saga where a young boy named Leo is transported from his home in Argentina into a fantastical alternate universe, will premiere on Disney Channel, followed by Disney Channel On Demand and globally on [Disney+](#).

“I always dreamed of being involved in a project that would share the values of sports, the very same values that have been so important to my career, with younger generations. Nothing truly is impossible with teamwork, perseverance, discipline, and hard work,” said **Lionel Messi**. “I look forward to sharing this series with kids around the world, and I hope I will inspire them and motivate them to achieve their own dreams. Ever since I was a kid, I always loved animated series, and I look forward to watching this series with my own kids.”

Each 22-minute episode takes kids on a coming-of-age journey — that any viewer can see reflected in their own. The action-adventure series follows Leo, an ordinary 12-year-old boy with an extraordinary talent and a huge problem. The once-thriving world of Iko is in tatters at the mercy of the Giants who rule the 10 realms. Only one hero can save them ... and he's the size of a flea. Young Leo is plucked from another world to lead the fight against the tyrannical villains who have kept the 10 realms under their control.

“Football — or soccer as we call it in the United States — is the world’s most beloved sport, uniting and captivating millions of fans of all ages,” said **Ayo Davis, president, Disney Branded Television**. “We are proud to work with Lionel Messi and Sony Pictures Television to bring ‘Messi and the Giants’ to our passionate, global kids’ audience. We know that its themes of family, friendship, and teamwork will resonate with not only football enthusiasts but everyone everywhere who loves a great story.”

Joe D’Ambrosia, EVP and general manager, Sony Pictures Television – Kids, said: “Football is one of those rare sports that brings people together and shines a light on the true meaning of teamwork. It’s been a privilege to team with Leo and our colleagues at Sony Music on this first-time collaboration. We’re thrilled that Disney is giving a global platform to this fun take on a classic tale and look forward to launching a global consumer products and branded partnerships program alongside the show’s debut.”

“There is an incredible team all working together on this project, with Leo’s magic as the inspiration behind it all,” said **Afo Verde, chairman and CEO, Sony Music Latin Iberia**. “We are thrilled that Disney has now joined our roster to help bring this imaginative series to audiences and inspire fans all around the world.”

Messi, the recent fútbol world champion with the Argentine National Team, is a global icon and inspiration to millions around the world. To date, he is the only athlete in the world to win eight Ballon d’Or Awards and six Golden Boots. Messi created a sensation when he joined MLS team Inter Miami in July of this year, with his debut match becoming the most watched fútbol game in U.S. television history. Off the pitch, Messi is recognized for his sportsmanship and passion for the sport, which will be featured heavily throughout the series.

Messi was always the smallest on the team but relied on his wits and incomparable skills to take on the giants and win. “Messi and the Giants” is not simply a series about the football skills of a boy named Leo. It brings out the rest of what he’ll need to achieve his destiny: persevering in the face of adversity, learning how to build a team, finding strength when you think you have none, and exploring what it takes to become a hero.

Guy Toubes (“Odd Squad,” “Transformers: Robots in Disguise”) will serve as executive producer, overseeing all writing for the series. Atlantis Animation, a Canary Island-based company (“Tara Duncan,” “Miraculous Ladybug” season five), and director Dan Creteur will serve as the show’s animation studio. The series was developed by Toubes and Creteur under the creative direction of Sony Music Vision and Sony Pictures Television – Kids, in partnership with Messi, and will be available in English, Spanish and many other languages.

About Disney Branded Television

Disney Branded Television encompasses the creative storytellers and production and content marketing teams responsible for Disney-branded television series, movies and other programming spanning live-action, animated and unscripted formats. The group fuels the Disney+ streaming platform and Disney Channel, Disney XD and Disney Junior linear networks with content geared toward kids, tweens, teens and families, with stories that are imaginative, aspirational and reflective of their world and experiences.

About Disney+

Disney+ is the dedicated streaming home for movies and shows from Disney, Pixar, Marvel, Star Wars, and National Geographic, along with The Simpsons and much more. In select international

markets, it also includes the general entertainment content brand, Star, and in the U.S., Disney Bundle subscribers can also access extensive Hulu content, including next day TV and Hulu Original titles, on Disney+. The flagship direct-to-consumer streaming service from Disney, Disney+ offers an ever-growing collection of exclusive originals, including feature-length films, documentaries, live-action and animated series, and short-form content. With unprecedented access to Disney's long history of incredible film and television entertainment, Disney+ is also the exclusive streaming home for the newest releases from The Walt Disney Studios. Disney+ is available as a standalone streaming service or as part of bundled offerings, including Disney Bundle plans in the U.S. that give subscribers access to Disney+ and Hulu or Disney+, Hulu, and ESPN+. For more, visit disneyplus.com, or find the Disney+ app on most mobile and connected TV devices.

About Sony Music Vision

At Sony Music Vision, we bring film and television storytelling to life for our industry-leading creative talent and iconic music catalog around the world. We pair world class filmmakers with groundbreaking and legendary artists to create, finance, produce and distribute powerful content that features unique access to our archives and vast portfolio of music. A full-service content studio, we collaborate globally across the Sony entertainment companies to engage audiences with premium film and TV projects, including documentary and narrative feature films, as well as television specials and unscripted and scripted series.

About Sony Pictures Television

Sony Pictures Television (SPT) is one of the television industry's leading content providers, producing, distributing and carrying programming worldwide in every genre and for every platform. In addition to managing one of the industry's largest libraries of award-winning feature films, television shows and formats, SPT is home to a thriving global content business, operating a robust portfolio of wholly-owned and joint-venture production companies across the U.S., Europe, Latin America, and Asia Pacific, as well as linear and digital channels around the world. SPT is a Sony Pictures Entertainment company, a subsidiary of Tokyo-based Sony Group Corporation.

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