

'Grandma Bendy' on Bookaboo Series 3

Ratings for the new series are the highest to date

The new series of Bookaboo – The Canada Tour premiered on ITV on 23 Feb and will run on ITV and CITV between now and the end of August.



Guest reader Tara Spencer-Nairn, a Canadian actress, best known for her role as a police officer in the TV series *Corner Gas*, reads *Grandma Bendy* to the lovable rock puppy *Bookaboo!*

The show is performing 80% above CITV's daypart average for children 4-6.

When the series is shown on ITV it exceeds the broadcaster's average for this time slot by an impressive 310% for boys 4-6, gaining an audience share of up to 21% for the demographic. It has reached nearly a million viewers to date.

The *Grandma Bendy* episode will be available on DVD and can be used for screenings for retail and international presentations. These are for viewing purposes only and remain under embargo until transmission.

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