

# TURNER INVESTS IN NEW TENCENT PICTURES DRAMA STARRING 'TUZKI' – CHINA'S FAMOUS RABBIT EMOTICON

Thursday, April 25, 2019

- 'Second Time is a Charm' is scheduled to air later this year -

**(April 25, 2019) HONG KONG/SHANGHAI, CHINA** - Take a bow, Tuzki. The legendary WeChat emoticon has scored a starring role in Tencent Pictures' upcoming Chinese drama, *Second Time is a Charm*.

The famous rabbit IP is owned by Turner Asia Pacific, a WarnerMedia company, and has established itself as an instantly-recognisable figure in China both on- and off-screen. Its use has been licensed to Tencent Pictures for the series and, as part of the agreement, Turner has also made a financial investment in the production.

Tuzki will feature heavily in the show as well as in animated shorts at the end of each episode as part of a special story recap. Momo Wang, the creator of the rabbit IP, is creatively involved in the project to design new characters and adaptations of the show's characters in Tuzki's unique style. Momo's career has also been used as inspiration for An'an, the leading character (played by Olivia Wang) in *Second Time is a Charm*.

Lisa Li, Turner China Country Head, said: "This is the next evolution of the Tuzki brand together with Tencent Pictures. We've worked together already on an animated series and on the upcoming theatrical movie, and of course on the WeChat messaging platform. But this will be the first drama series that features Tuzki, and it's going to appeal to an audience that has grown up using the character to communicate with their friends and who know him as a fashion icon."

*Second Time is a Charm* will premiere in 2019 and is expected to have approximately 50 episodes. Tuzki has been used as an emoji in excess of a billion times on popular messaging platforms such as WeChat.

## More about *Second Time is a Charm* (腾讯视频):

The series is directed by Chen Ming-zhang (陈铭章). This well-known director/screenwriter has been attached to many TV dramas, including *Diamond Lover*, one of the most successful in 2016, and others such as *MVP Lover*, *Fated to Love You* and *Frog Prince*.

The cast includes: Olivia Wang (刘薇薇) who starred in the hugely popular *Ode to Joy* series. In 2016, she won the national audience's favourite movie star award among China's top-100 TV dramas at the Tripod Awards. Edward Zhang (张一山) is known for his performances in *A Servant to Two Masters*, *Sparrow* and *The Devotion of Suspect X*.

## Show synopsis:

An'an (Olivia Wang), a big fan of comics and animation, gets married straight after she graduates college. However, when her marriage fails, her husband Yu Feifan decides to both stop providing An'an with a luxurious lifestyle and takes away custody of their five-year-old son, Yu Doudou.

Newly divorced, An'an finds herself struggling with a career. In the most desperate moment of her life, Xu Lang (Edward Zhang), the divorce lawyer hired by Yu Feifan, gives her a helping hand. After a strange combination of circumstances, they find themselves in love despite all their differences.

After overcoming numerous obstacles, An'an becomes an illustrator and creates TUZKI, a cute cartoon character. It turns out to be the fresh start she needs to begin a new adventure that brings her friendship and true love.

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### **About Tuzki**

Since 2006 TUZKI has evolved to become a symbol of China's youth and is the most original way of expression online. This unique rabbit – created with simple but distinctive black and white lines – is known for his wise thinking and exaggerated body movements. TUZKI's personality and cool attitude has made him a genuine icon for Asia, establishing himself as one of the most recognizable characters in China. TUZKI loves to travel and has left his pawprint in Japan, Korea, India, Hong Kong, Taiwan, the US and throughout Europe and other regions. TUZKI emoticons have already been downloaded and shared an incredible 800 million times across a number of social media and messaging platforms, including WeChat, QQ, Facebook, Kakao Talk, Line, Sogou and iMessage. The first TUZKI animated episodes called “TUZKI, Let's Trick Again” aired in October 2017. Turner China is also partnering with Tencent Pictures to create a TUZKI theatrical CGI movie. In 2018, he also became a fashion icon, with some help from designer Manish Arora at Paris Fashion Week 2018. He has his own themed restaurant and café, and a TUZKI attraction will feature at the Six Flags Zhejiang and Six Flags Chongqing theme parks. TUZKI is an IP owned by Turner Asia Pacific, a WarnerMedia Company. [www.clubtuzki.com](http://www.clubtuzki.com)

### **About WarnerMedia**

Turner Asia Pacific is a WarnerMedia company. WarnerMedia is a leading media and entertainment company that creates and distributes premium and popular content from a diverse array of talented storytellers and journalists to global audiences through its consumer brands including: HBO, Warner Bros., TNT, TBS, CNN, DC Entertainment, New Line, Cartoon Network, Adult Swim, Turner Classic Movies and others.