

Lionel Messi's animated series announced for Sony Music



Lionel Messi

Los Angeles, June 9 (PL) -- Sony Music Entertainment and Argentine soccer star Lionel Messi will partner to make an animated series about the famous athlete a reality, reported U.S. media Variety.

Both will join forces with Atlantis Animation of the Canary Islands, Spain, as sponsor, to make the project a reality, and the agreement considers that this company will produce as a service company a trailer inspired by Messi himself, according to the source.

Sony Music's Premium Content Division, which produces in association with Leo Messi Management, oversees the development and distribution of the series.

Atlantis Animation is currently in full production on the trailer, according to the Variety exclusive.

Aimed at all audiences, the series "will immerse viewers in the epic adventures of a young Messi as he overcomes titanic challenges while navigating the vibrant world of video games," said a written statement quoted by the media outlet.

The soundtrack will be provided by international artists and composers signed to U.S. label Sony Music Entertainment.

Additional details of the content are under wraps, but the partners described the series as "modern and innovative," reported Variety.

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