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メディアクリッピング（記事収集） サンプル集

Kilogrammedia Specialist Public Relations for the
Global Licensing, Broadcast & Content Industries

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For further details / お問い合わせ先：
ZenWorks Co., Ltd. / 株式会社ZenWorks
info@zenworks.jp

株式会社**ZenWorks** ■ **ZenWorks Co., Ltd.**

〒201-0001東京都狛江市西野川4-33-9 ■ 4-33-9 Nishinogawa, Komae-shi, Tokyo 201-0001, Japan
090-6003-7068 ■ info@zenworks.jp ■ www.zenworks.jp



The Business, Technology & Art of
Animation and VFX

Animation Magazine
Online Daily
25 March 2019
Circ: 20,000



Aurora World Spotlights 'YooHoo to the Rescue' at MIPTV

Leading character and content company Aurora World will be welcoming broadcasters to its stand at the Asian Cultural Hub City at MIPTV (April 8-11) to check out its preschool animated property YooHoo to the Rescue, fulfilling strong early interest.

Headquartered in Seoul, Korea, Aurora has established a varied business portfolio that includes a vast global reach in the plush market through brands like Miyoni, Sea Sparkles and, above all, YooHoo & Friends, which has sold over 80 million plush globally since its launch in 2007. Based on this huge success, the YooHoo and Friends animation series was launched and seasons 1 and 2 were broadcast in 80 countries and are now streaming on Netflix. This incredibly popular line has now inspired a major new Netflix Original Series.

The new YooHoo to the Rescue CG series (52 x 11'), co-produced with Italy's Mondo TV, is a funny, exciting and beautifully designed animated series with strong environmental themes, in which YooHoo and his crew travel from the magical forest of YooTopia to Earth to confront threats to nature and wildlife, meet many different endangered animal species from around the world and make new friends along the way.

A global launch is planned for spring 2019 in 20 different languages in 190 countries. YooHoo to the Rescue is one of the first Asian preschool IPs to be chosen as a Netflix Original Series. After this launch, YooHoo to the Rescue will also be shown on free-to-air channels in Italy, Poland, Russia, Spain and Portugal.





The Business, Technology & Art of
Animation and VFX

The brand will be further boosted by a reimagined plush toy line based on the new series, along with the rollout of a licensing and merchandising programme across many other categories. There are several products ready for launch in territories worldwide, from a number of licensees including Panini (stickers, mini figurines, trading cards), Nuvita (baby products), Apple Beauty (toiletries), Dolfin (confectionery) and Kennedy Publishing (magazines).

“With YooHoo to the Rescue arriving on Netflix this year, this is an ideal time for Aurora World to tell visitors more about this adventurous, exciting and topical new series that we feel will have a strong impact on the pre-school market,” said Jay Noh, Director of Content Business, Aurora World. “We’re looking forward enormously to meeting visitors and potential partners at this major broadcast event.”



Animation Magazine
Online Daily
25 March 2019
Circ: 20,000



AURORA WORLD LAUNCHES NEW YOOHOO PLUSH LINE IN JAPAN



BM E-News
Online Weekly
10 April 2019
Circ: 30,000

Displays and opening events with Hamleys as YooHoo to the Rescue debuts on Netflix.

Leading character and content company, **Aurora World** has announced the Japanese launch of its new **YooHoo** plush line – a reboot of the 80-million-selling plush sensation to coincide with the arrival worldwide of the new 3D Netflix Original series **YooHoo to the Rescue**. The launch, like the new series, took place on 15 March.

New YooHoo plush toy was launched at two **Hamleys** stores in major Japanese cities: Hamleys Hakata in the city of Fukuoka, and Hamleys Yokohama. The Hakata store also included a YooHoo window display, showing off the new line. The display will continue for two months until 14 May.

An opening event was also staged, again at Hakata Hamleys taking place on 23 March. Activities at the opening event included meet and greets with both YooHoo and Pammee costume characters, colouring play, a party room decorated with YooHoo imagery and a YooHoo-Themed Hamleys Café with a menu illustrated with some of the adorable characters from the brand-new series.





LICENSING
MAGAZINE



E-NEWS

AURORA WORLD LAUNCHES NEW YOOHOO PLUSH LINE IN JAPAN

Japan is an important market for the **YooHoo** brand and increased brand exposure in Japanese market, along with the strong promotional effect of the new animated series. YooHoo is expected to drive demand for the plush range, already popular but now rebooted to reflect the themes and characters of the new series.

Headquartered in Seoul, Korea, **Aurora** has established a varied business portfolio that includes a vast global reach in the plush market through brands like **Miyoni**, **Sea Sparkles**, **Sparkle Tales** and, above all, **YooHoo & Friends**

This incredibly popular line of **YooHoo & Friends** has now inspired a major new Netflix Original Series. This 3D CGI 52 x 11' animated children's show, a co-production with Italy's Mondo TV, is titled YooHoo to the Rescue and launched on March 15th 2019 in 20 different languages in 190 countries. YooHoo to the Rescue is one of the first Asian pre-school IPs to be chosen as a Netflix Original Series. YooHoo to the Rescue will also be shown on free-to-air channels in Italy, Poland, Russia, Spain, and Portugal.

YooHoo to the Rescue is a funny, exciting and beautifully designed animated series with strong environmental themes, in which YooHoo and his crew travel from the magical forest of YooTopia to Earth to confront threats to nature and wildlife, meet many different endangered animal species from around the world and make new friends along the way.

As well as a renewed plush toy line based on the new series, a licensing and merchandising programme is planned across many other categories. There are several products ready for launch in territories worldwide, from a number of licensees including Panini (stickers, mini figurines, trading cards), Nuvita (baby products), Apple Beauty (toiletries), Dolfon (confectionery), Kennedy Publishing (magazines), and Dev Games & Yea Studio (digital app).

Jay Noh, Director of Content Business, Aurora World, says: *"Japan is a key market for the YooHoo brand and with awareness strongly boosted by the launch of the new series on Netflix, this partnership with Hamleys to promote the renewed plush line is perfectly timed. We are certain that the new YooHoo plush line will continue the success of the line that has been a best-seller since 2007."*

BM E-News
Online Weekly
10 April 2019
Circ: 30,000



YOOHOO, CHESSINGTON DEAL EXTENDED

Aurora World has renewed its YooHoo deal with Chessington World of Adventures Resort for another two years.



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The deal will continue the partnership which sees the Chessington's children's zoo receiving branded content from the "YooHoo to the Rescue" series on Netflix. As part of the pact, Chessington will also be receiving new signage and refreshed imagery from the kids' series.

"YooHoo to the Rescue's focus on the environment and endangered species make Chessington a particularly appropriate partner," says Jay Noh, director, content business, Aurora World. "We are delighted to announce the renewal of our partnership for another two years."





AURORA WORLD SECURES MAJOR WHSMITHS DEAL FOR YOOHOO PLUSH LINES

Aurora World has secured a major new partnership with the UK retail group WHSmith to bring an expanded cast of YooHoo plush characters to stores across the UK.

Characters featured in this new line will be recognised from their starring new roles in the 3D Netflix Original series YooHoo to the Rescue.

The launch began on April 15th with the arrival in 200 WHSmith high street stores across the UK of specially designed clip strips containing YooHoo keychains. The formal YooHoo plush launch of 14 five-inch plush characters will take place on May 5th this year, also in 200 high street stores.

It will be supported by special YooHoo CDUs along with advertising in-store throughout May.

In addition, the WHSmith stores in Exeter, White City, Brighton, Bromley and Kingston upon Thames will prominently feature five giant 60cm YooHoos.

All POS/advertising material will use imagery from YooHoo to the Rescue, which arrived on the global Netflix platform on March 15th.



kilogrammedia

toynews

The launch forms just part of a continued promotional push for the new show and YooHoo licensed product. The YooHoo brand and increased brand exposure in global markets, along with the promotional effect of the new animated series, is now expected to drive demand for the plush range.

Sales of YooHoo plus have exceeded 80 million since it debuted back in 2007. The line has now been refreshed to reflect the themes and characters of the new series.

This is the latest in a string of retail partners for Aurora World, who is working closely with names in Japan and the UK, including Hamleys Hakata and Yokohama in Japan, and John Lewis, Chessington Zoo, and Rainforest Cafe in the UK.

Jay Noh, director of content business, Aurora World, said: "With the arrival of YooHoo to the Rescue on the Netflix platform and this partnership with a household name in UK retail, we are looking forward to a very positive response to the new YooHoo plush. This partnership is a major boost for the YooHoo brand in an important market."

Toy News
Online Daily
25 April 2019
Circ: 7,000



Tylers | 1 Mallows Green Road | Manuden | Bishops Stortford | CM23 1DG
t + 44 (0) 1279 887 101 | kgmpr.com | hello@kgmpr.com



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JUNE 6, 2019

Day 3

NEWS, DEALS AND MORE

Aurora Introduces a New Era of 'YooHoo'

After a strong year for its preschool animated series "YooHoo to the Rescue," Aurora World is expecting a strong response to its YooHoo brand at Licensing Expo.

The show launched globally on Netflix in March, bringing the first 26 episodes to 190 countries and 20 different languages, and was followed by a number of free-to-air launches in Italy, Poland, Russia, Spain and Portugal.

The new show, with its strong environmental themes, has inspired a refreshed line of "YooHoo" plush, with a new look and new characters. Aurora World is working closely with key partners in retail (particularly in Japan and the U.K.) including Hamleys Hakata and Yokohama in Japan and John Lewis, Chessington Zoo and Rainforest Cafe in the U.K.

Major licensing opportunities are available for the YooHoo brand across multiple categories as the brand's fan base is growing.

"The new 'YooHoo' animated series is building a global audience and interest in the new



'YooHoo' plush line, as well as the licensing and merchandising program," says Jay Noh, director, content business, Aurora World. "We are looking forward to strong interest in 'YooHoo' as the brand continues to attract licensees across multiple categories."

A number of partnerships across diverse categories have already launched, including Panini (stickers, mini figurines, trading cards), Nuvita (baby products), Apple Beauty (toiletries), Kennedy Publishing (magazines) and Dev Game and Yea Studio (mobile apps).

The 3D, CGI-animated children's show is a co-production between Aurora World and Italy's MondoTV and is one of the first Asian preschool IPs to be chosen as a Netflix original series.

License Global - LA Expo Daily
Day 3 - Print & Online
6 July 2019
Circ: 80,000



Aurora World event at Herm Island Gift Shop



The leading character and content company and owner of the globally successful YooHoo brand, has hailed the success of a special week-long May-half-term-holiday YooHoo meet-and-greet event at the popular Channel Island tourist destination

Running from 27-31 May, the event took place at the Gift Shop on the breathtakingly beautiful island of Herm, one of the smallest of the Channel Islands located between southern England and France, which welcomes more than 100,000 visitors a year.

Edwin Dyer, Herm Island Gift Shop Manager said: 'The event was very successful, with many families making their way over to Herm during half term to meet YooHoo and to enjoy what this beautiful island has to offer.'

The island is only accessible by boat from its larger sister island of Guernsey, and YooHoo himself was at the harbour Gift Shop, greeting delighted young visitors as they arrived. Brand-new YooHoo 3D graphics and the newly refreshed YooHoo plush line, featuring the themes and characters of the newly launched series YooHoo to the Rescue, were prominently displayed inside the shop. To complement the promotion, a video loop of the YooHoo to the Rescue trailer ran on the toy counter every afternoon throughout the week. This week-long promotion was strongly trailed throughout the island on posters and through social media on Herm's popular Facebook, Twitter and Instagram pages.

In a nod to the show's strong environmental themes, there was also an island treasure trail for young visitors to enjoy and an associated '25 things to do in Herm' event encouraged kids (and adults) to spend time enjoying what the island has to



Aurora World event at Herm Island Gift Shop

offer during their visit. The mile-and-a-half-long island, which has no cars, glorious scenery and some beautiful beaches, is a very popular tourist destination where people come to play, walk, swim or just relax.

This is the latest in a growing number of events related to the enormously successful YooHoo brand, as Aurora celebrates the arrival of the all-new animated series YooHoo to the Rescue on Netflix and a number of free-to-air channels with an expanded licensing and promotion campaign.

Among major recent promotions, Aurora has announced the renewal of its exclusive YooHoo sponsorship campaign with the UK's popular family venue Chessington World of Adventures Resort, partnerships with WHSmith, John Lewis and Rainforest Cafe, and a major plush launch in two Hamleys stores in Japan. More launches are planned or under way around the world following the YooHoo to the Rescue Netflix global premiere.

As well as the new plush, there are several products ready for launch in territories worldwide from a number of licensees, including Panini (stickers, mini figurines, trading cards), Nuvita (baby products), Apple Beauty (toiletries), Kennedy Publishing (magazines), and Dev Games & Yea Studio (mobile apps).

Headquartered in Seoul, Korea, Aurora has established a varied business portfolio that includes a vast global reach in the plush market through brands like YooHoo, Miyoni, Sea Sparkles and Sparkle Tales, among many others.

The new 3D CGI 52 x 11' animated children's show, YooHoo to the Rescue, an Aurora World co-production with Italy's Mondo TV, launched its first 26 episodes on 15 March 2019, broadcasting in 20 different languages and showing in 190 countries. YooHoo to the Rescue is one of the first Asian pre-school IPs to be chosen as a Netflix Original Series. The show will also appear on free-to-air channels in Italy, Poland, Russia, Spain and Portugal.

YooHoo to the Rescue is a funny, exciting and beautifully designed animated series with strong environmental themes, in which YooHoo and his crew travel from the magical forest of YooTopia to Earth to confront threats to nature and wildlife, meet many different endangered animal species from around the world and make new friends along the way.

Jay Noh, Director of Content Business, Aurora World, said: 'The continuing popularity of YooHoo has made a visit from the lovable YooHoo a treat for the very young. Our thanks to Herm, its Gift Shop, its visitors and, of course, YooHoo himself for making this such a successful event.'

**Gifts Today
Online Daily
14 June 2019
Circ: 7,090 (Print)**



Aurora World announces launch of YooHoo live show in China



Licensing Italia
Online Weekly
1 July 2019
Circ: 8,000

Aurora World, a leading character and content company and owner of the globally successful YooHoo brand, has announced the successful launch of the YooHoo: Nationwide Live show in China.

Kicking off in early May, in Qingdao, East China, there was a great response to this sparkling and exciting family musical with 100 minutes of singing and dancing, in which YooHoo and his crew go on an adventure to look for the Sparkling Tree to protect the Earth from threats to the environment.

And it's not just the cast that was performing. During the musical, children from the audience were invited to get on stage and take part alongside Pamme, Roodee, Chewoo, Lemmee and other characters from the show.

The live show is a treat for YooHoo's many young fans in China, where both the multi-million-selling YooHoo plush launched in 2007 and the animated TV series YooHoo and Friends are very popular. Furthermore, the show contributes to the ongoing cultural exchange between China and Korea. In fact the Consulate of Qingdao and the manager from KOTRA (Korea Trade Investment of Promotion Agency) Qingdao were invited, and both expressed their great admiration for this amazing musical.

More than 30 further performances are planned this year across Shandong, as well as in major Chinese cities such as Beijing and Shanghai.



Aurora World announces launch of YooHoo live show in China

The fast-growing YooHoo licensing campaign is also being ramped up across China, with deals slated for launch in various key categories, such as snacks, confectionery, fashion & apparel, publishing, stationery and toys.

This is the latest in a growing number of events across the world related to the enormously successful YooHoo brand, as Aurora celebrates the arrival of the all-new animated series YooHoo to the Rescue on Netflix and a number of free-to-air channels (including Frisbee, Canal Panda, Clan TV, Carousel and TVP ABC) with an expanded licensing and promotion campaign.

Among major recent promotions, Aurora has announced the renewal of its exclusive YooHoo sponsorship campaign with the UK's popular family venue Chessington World of Adventures Resort, a YooHoo meet-and-greet event on the popular Channel Island holiday destination Herm, UK partnerships with WHSmith, John Lewis and Rainforest Cafe, and a major plush launch in two Hamleys stores in Japan. More launches are planned or under way around the world following the YooHoo to the Rescue Netflix global premiere.

As well as the new plush, there are several products ready for launch this fall in territories worldwide from a number of licensees, including Panini (stickers, mini figurines, trading cards), Nuvita (baby products), Apple Beauty (toiletries), Kennedy Publishing (magazines), and Dev Games & Yea Studio (mobile apps).

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The new 3D CGI 52 x 11' animated children's show, YooHoo to the Rescue, an Aurora World co-production with Italy's Mondo TV, launched its first 26 episodes on 15 March 2019, broadcasting in 20 different languages and showing in 190 countries. YooHoo to the Rescue is one of the first Asian pre-school IPs to be chosen as a Netflix Original Series. The show will also appear on free-to-air channels in Italy, Poland, Russia, Spain and Portugal.



Aurora World announces launch of YooHoo live show in China

YooHoo to the Rescue is a funny, exciting and beautifully designed animated series with strong environmental themes, in which YooHoo and his crew travel from the magical forest of YooTopia to Earth to confront threats to nature and wildlife, meet many different endangered animal species from around the world and make new friends along the way.

Jay Noh, Director of Content Business, Aurora World, says: *“The successful launch of this extraordinary live show has been a real delight for fans and a strong boost to brand awareness in one of the most important markets in the world. We are sure that the show will continue to prove popular in many venues and cities across China.”*



Aurora World announces launch of YooHoo apps on major platforms



Aurora World, a leading character and content company and owner of the globally successful > **YooHoo** brand, has announced the launch of a number of YooHoo mobile applications planned for this year. They are available on a variety of platforms, including Google Play and the App Store.

Already available for download are a colouring book, an augmented reality (AR) sticker and a puzzle game. A number of other applications will launch in winter this year.

The first YooHoo mobile application to launch was the **YooHoo & Friends Coloring Book** which arrived in March 2019. It offers the chance to meet YooHoo characters from the new animated series YooHoo to the Rescue in a mobile application and colour in more than 270 character sheets using various colour palettes. Developed by Yea Studio, a Google Play Award winner, it is available (in 11 languages) in the App Store and Google Play.

Launched in May, the Samsung Augmented Reality (AR) Sticker offers ten different YooHoo themes that can be used in a variety of Samsung apps. It was developed by Samsung AR sticker partner Sears Lab, which has collaborated with Disney, Pixar and Pinkfong Baby Shark, among others. AR stickers allow users to drop animated characters into the frame a camera is capturing. The **YooHoo sticker app** is now available in Samsung smartphone cameras (Galaxy S8 and Note 8 series onwards) in 185 countries.

The third recent launch is **YooHoo Puzzle Pop**, a fun and exciting puzzle game with colourful line-up of characters. Developed as a collaborative project between Aurora World and Powercore, the game will focus on characters, collectability and new adventures. It is currently available on Google Play in an open beta stage. Aurora World plans to release the full public version on both Android and iOS in Q3 of this year.

But this is just the start! More applications are now at the development stage and all set for launch this winter. They include YooHoo Minigames (from Dev Game), character collecting apps (from Tap Tap Tales) and – from butterfly-effected GmbH – digital content that includes digital wallpapers, icon packs, themes, stickers and watch faces.

These are the latest in a growing number of licensed products across the world related to the enormously successful YooHoo brand, as Aurora celebrates the arrival of the all-new animated series **YooHoo to the Rescue** on Netflix and a number of TV channels in Italy, Poland, Russia, Spain and Portugal (including Frisbee, Canal Panda, Clan TV, Carousel and TVP ABC) with an expanded licensing and promotion campaign.

As well as a new plush range based on the series, there are several products launched or ready for launch in territories worldwide from a number of licensees, including Panini (stickers, mini figurines, trading cards), Nuvita (baby products), Apple Beauty (toiletries), Kennedy Publishing (magazines), and, of course, Dev Games and Yea Studio (mobile apps).

There has also been strong promotional activity including a live show in China, a renewed sponsorship campaign with the UK's popular family venue Chessington World of Adventures Resort, a YooHoo meet-and-greet event on the popular Channel Island holiday destination Herm, UK partnerships with WHSmith, John Lewis and Rainforest Cafe, and a major plush launch in two Hamleys stores in Japan. More launches are planned or under way around the world following the YooHoo to the Rescue Netflix global premiere.

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The new 3D CGI 52 x 11' animated children's show, YooHoo to the Rescue, an Aurora World co-production with Italy's Mondo TV, launched its first season of 26 episodes on 15 March 2019, broadcasting in 20 different languages and showing in 190 countries. YooHoo to the Rescue is one of the first Asian pre-school IPs to be produced as a Netflix Original Series.

YooHoo to the Rescue is a funny, exciting and beautifully designed animated series with strong environmental themes, in which YooHoo and his crew travel from the magical forest of YooTopia to Earth to confront threats to nature and wildlife, meet many different endangered animal species from around the world and make new friends along the way.

Jay Noh, Director of Content Business, Aurora World, says: "With its striking design, colourful characters and engaging storylines, YooHoo to the Rescue is the perfect inspiration for a variety of apps focused on YooHoo and his friends and adventures. We expect many more YooHoo apps to follow the success of the three already available."



AURORA WORLD HAILS LAUNCH OF YOOHOO TO THE RESCUE IN RUSSIA



YooHoo plush launch and licensing drive follow new series' arrival on Carousel TV

Aurora World, a leading character and content company and owner of the globally successful YooHoo brand, has hailed the successful launch of the new YooHoo-inspired animated series **YooHoo to the Rescue** on the leading Russian linear TV station for kids, **Carousel TV**.

The new 3D CGI 26 x 11' animated children's show, **YooHoo to the Rescue**, an **Aurora World** co-production with Italy's **Mondo TV**, launched in June.



It airs **Monday to Friday:**

- at 8:25am from 24 June – 2 August
- at 5:55pm from 2 September – 27 September;
- at 6:25pm from 28 August – 6 December;
- at 10:30am from 9 December to 26 December.

Following the show's nationwide launch, **Aurora World** has launched TV commercials in Russia for the brand-new line of **YooHoo** plush toys inspired by the new series. The commercials started airing on 8 July. YooHoo's Russia and CIS agent **brand4rent** is also planning to launch licensed products in key categories such as publishing, outdoor, confectionery, art and crafts, fashion and accessories.

YooHoo is ready to develop a presence in Russian retail building on its strong TV showing, beginning with the new plush line that refreshes a multi-million-selling plush line first launched in 2007. **Detsky Mir**, the largest children's retailer in Russia and the CIS, is **Aurora's** exclusive plush toy partner in Russia. It has more than 500 stores throughout the territory. The many new characters and their habitats introduced by the new series will enhance and expand the collectability of toy lines in particular.

YooHoo to the Rescue is a funny, exciting and beautifully designed animated series with strong environmental and adventure themes, in which **YooHoo** and his crew travel from the magical forest of YooTopia to Earth to confront threats to nature and wildlife, meet many different endangered animal species from around the world and make new friends along the way.

YooHoo to the Rescue launched its first season of 26 episodes on Netflix on 15 March 2019, broadcasting in 20 different languages and showing in 190 countries. **YooHoo to the Rescue** is one of the first Asian pre-school IPs to be produced as a Netflix Original Series. The new animated series is also showing on TV channels in Italy, Poland, Spain and Portugal (including Frisbee, Canal Panda, Clan TV, and TVP ABC), as well, of course, as Carousel in Russia.

YooHoo plush and mobile applications are the latest in a growing number of licensed products across the world related to the enormously successful **YooHoo** brand. Licensed products include stickers, mini figurines and trading cards from **Panini**, baby products from **Nuvita**, toiletries from **Apple Beauty**, magazines from **Kennedy Publishing** and digital apps on a variety of platforms from a number of specialist app creators.



Headquartered in Seoul, Korea, Aurora has established a varied business portfolio that includes a vast global reach in the plush market through brands like *YooHoo*, *Miyoni*, *Sea Sparkles* and *Sparkle Tales*, among many others.

Jay Noh, Director of Content Business, Aurora World, says: "*YooHoo is fast becoming a global phenomenon and the arrival of YooHoo to the Rescue in one of the world's biggest markets on a leading channel is an important milestone for the property. We are sure that, with the support of our licensing partners in the region, YooHoo will be a major and lasting success in Russia.*"



Brands Magazine
Online Weekly
17 July 2019
Circ: 30,000



Licensing.biz



Licensing.biz
Online Daily
18 July 2019
Circ: 15,000

Aurora World continues international push for YooHoo with Spanish plush partner

The character and content company Aurora World continues to grow the international reach of its YooHoo IP, having secured a new plush partner in Spain.

The news arrives as Aurora also details the launch of YooHoo to the Rescue, a co-production with Italy's Mondo TV, on Spain's free-to-air children's TV channel Clan TV. The show has been airing on Clan from Monday to Friday since September 9 this year.

Aurora's new YooHoo plush range will be distributed by Apex Gifts, a company with a long-standing and highly successful relationship with Aurora in the region. Apex has secured a number of listings already and those retail partners will be announced soon.

Apex has been Aurora's exclusive distributor in Spain for over 18 years, in which time it has distributed millions of YooHoo plush items. Over half of these items have been distributed in the Spanish markets in the last seven years. The original YooHoo plush range – a multi-million-selling success all over the world since its launch in 2007 – has been the most successful plush range in Apex's portfolio.

It's expected that the new YooHoo line will match the success of the original run, especially, states Aurora World, 'given the extraordinary reach of the new series.'

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Licensing.biz

Aurora World continues international push for YooHoo with Spanish plush partner

The new 3D CGI 26 x 11' animated children's show, YooHoo to the Rescue, launched on Netflix on 15 March 2019 in 20 different languages in 190 countries. YooHoo to the Rescue is one of the first Asian pre-school IPs to be chosen as a Netflix Original Series. The show will also appear on TV channels in Italy, Poland, Portugal, and Russia (including Frisbee, TVP ABC, Canal Panda and Carousel) , as well, of course, as Spain (on Clan TV).

The plush toy line has also already received a major launch in Japan at Hamleys Hakata in the city of Fukuoka and Hamleys Yokohama. In the UK, it launched in mid-April 2019 at 200 WH Smiths stores, including partnerships with John Lewis and Rainforest Cafe.

A coinciding licensing and merchandising programme is also planned across many other categories. There are several products ready for launch in territories worldwide from a number of licensees, including Panini (stickers, mini figurines, trading cards), Nuvita (baby products), Apple Beauty (toiletries), Kennedy Publishing (magazines), and Dev Games & Yea Studio (digital apps).

Jay Noh, director of content business, Aurora World, said: "Our partnership with Apex Gifts, which has been a long and successful one, now enters a new phase with the launch of the new YooHoo plush line. I am certain that YooHoo's massive success in Spain will continue for many years as Apex and Aurora bring these wonderful new plush toys to a new generation of fans who love YooHoo to the Rescue."

Dinesh Nawalrai, director, Apex Gifts, added: "Aurora's YooHoo plush has long been the most successful plush range in our portfolio and we are absolutely delighted with the new YooHoo plush based on the new animated series YooHoo to the Rescue."

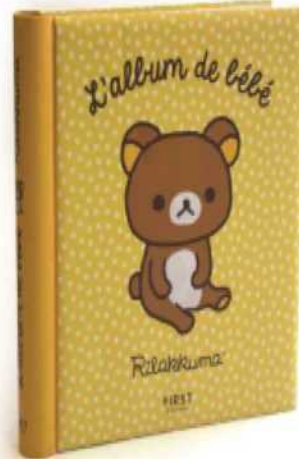
"This range is both beautiful and of the highest quality. Our congratulations to Aurora for delivering an excellent new take on an established favourite."

Licensing.biz
Online Daily
18 July 2019
Circ: 15,000



Rilakkuma, the cool kawaii bear with a relaxed lifestyle, comes to BLE

Hit property in Asia and US is now attracting licensing partners in Europe



At **BLE stand A320**, independent agency **Sagoo** will highlight **Rilakkuma**, for which it represents the licensing and merchandising rights in Europe. Already a hit in Asia and the USA, the Japanese character brand Rilakkuma is now making inroads into the European market and is expected to attract strong interest at **BLE**.

Rilakkuma is a kawaii – or 'cute' – teddy bear character, created in 2003 by San-X, one of the largest character manufacturing companies in Japan, which has created and marketed a number of successful kawaii characters.

Rilakkuma's name – a combination of the word 'relax' and the Japanese word for 'bear' – sums up this cool character. Rilakkuma loves music, watching TV, hot baths, food and being lazy. This bear is a stress-free zone with a 100 per cent positive outlook on life. But is it a boy or girl bear? In fact is it really a bear? In a rather ingenious touch, Rilakkuma has a zipper on its back. The bear look, it seems, is a costume. But what's underneath? No one knows...

The character's relaxed approach to life has made **Rilakkuma** and its friends, such as Korilakkuma and Kiiroitori, stand out among kawaii brands. In fact today Rilakkuma is second in popularity in Japan only to Hello Kitty. Its core market in Japan is women from 20 to 40 years old. In Europe, there will be a wide target market, including parents with young children, 8-14-year-old girls, and all fans of Japanese culture.

This gentle, good-humoured and exceptionally relaxed character has already inspired numerous licenses, collaborations and character cafes across Japan, the US and Asian countries. Supported by a comprehensive style guide, Sagoo now aims to emulate this success with Rilakkuma in European markets.

Rilakkuma is already celebrating some major partnerships in Europe, working with some of France's most creative names in kids' fashion and appearing in some of the trendiest parts of Paris. Rilakkuma and friends have also inspired a (recently expanded) range from Cijep Plush, a blackboard book (in the shape of Rilakkuma's face) from Larousse and, also from Larousse, a number of children's activity boxes offering kids opportunities for colouring, cutting, glittering and tying. There's also a Rilakkuma baby album from Editions First in which to keep small souvenirs or write down memories of baby.



This popularity is expected to grow, especially with the recent arrival of a stop motion animated 13x11' show called Rilakkuma and Kaoru as a Netflix original series in more than 190 countries around the world.

With awareness of Rilakkuma building fast across European licensees and consumers, Sagoo believes this is an ideal time to highlight the character and its enormous potential.

Veronique Pichon, President, Sagoo, says: "Having gained a dominant position in Japan as one of the most popular kawaii characters on the market and inspired numerous licensed products, Rilakkuma is now building a strong following in Europe. We are sure there will be a lot of interest in this very relaxed bear on stand A320."



SAGOO HIGHLIGHT RILAKKUMA AT BLE



The cool kawaii bear with a relaxed lifestyle that hits in Asia and US is now attracting licensing partners in Europe

Independent agency **Sagoo** will highlight **Rilakkuma** at **BLE (stand A320)**. Sagoo represents Rilakkuma's licensing and merchandising rights in Europe.

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Licensing.biz
Online Daily
9 October 2019
Circ: 15,000

Blueprint Collections to launch Rilakkuma stationery and accessories to retail in 2020

The independent agency, Sagoo, has secured a new partnership with Blueprints Collections to develop a new range of stationery, accessories, bags and gifts inspired by its hit Japanese character brand, Rilakkuma.

The range is scheduled to be landing at retail imminently and will comprise a selection of stationery, including notebooks, pads, pencils, pens, pencil cases, highlighters, stickers and a stationery set, as well as bags, accessories and gifts, including water bottles, travel mugs, plush purses, bags and backpacks.

All will be illustrated with pictures of the relaxed bear, often in one of its well-known reclining poses. Some will even make use of the famous zipper that appears on the bear's back.

The agreement with Blueprint was signed in late 2018. Product will reach retail in spring 2020. It will be available at gift shops, department stores, specialist independents and high street retailers in a number of key European markets including the UK, Eire, France, Spain, Portugal, Benelux, Germany, Austria and Switzerland.

Rilakkuma's name – a combination of the word 'relax' and the Japanese word for 'bear' – sums up this cool character. Rilakkuma loves music, watching TV, hot baths, food and being lazy. The character's relaxed approach to life has made Rilakkuma and its friends, such as Korilakkuma and Kiiroitori, stand out among kawaii brands.



Blueprint Collections to launch Rilakkuma stationery and accessories to retail in 2020

Today Rilakkuma is one of the most popular characters in Japan. Its core market in Japan is women from 20 to 40 years old. In Europe, there will be a wide target market, including parents with young children, eight to 14-year-old girls, and all fans of Japanese culture.

Supported by a comprehensive style guide, Sagoo now aims to emulate this success with Rilakkuma in Europe, where plush (from Cijep Plush), a blackboard book and activity boxes (from Larousse) and a baby album (from Editions First) are now available in a number of markets.

Lisa Shand, managing director, Blueprint Collections, said: "The continuing growth of Rilakkuma in European markets comes as no surprise. This is a charming, funny and unique kawaii character with enormous market potential. We are thrilled to be working with Rilakkuma on this collection."

Veronique Pichon, president, Sagoo, added: "Awareness of Rilakkuma is building fast across European licensees and consumers. This is an ideal time to highlight the character and its enormous potential at retail – and Blueprint is an ideal partner to bring Rilakkuma to the key stationery, accessories, bags and gift category."

Licensing.biz
Online Daily
9 October 2019
Circ: 15,000



RILAKKUMA INKS EUROPEAN STATIONERY LINE

Sagoo's character brand lands a new stationery collection.



Sagoo has announced a new European licensing program for the Japanese character brand Rilakkuma, bringing stationery, accessories, bags and gift ranges to the consumer market.

Developed in partnership with Blueprint Collections, the range of stationery items includes notebooks, pads, pencils, pens, pencil cases, highlighters, stickers and a stationery set, as well as bags, accessories and gifts, water bottles, travel mugs, plush purses, bags and backpacks.

"The continuing growth of Rilakkuma in European markets comes as no surprise," says Lisa Shand, managing director, Blueprint Collections. "This is a charming, funny and unique kawaii character with enormous market potential. We are thrilled to be working with Rilakkuma on this collection."

Popular in Japan with women ages 20-40, the European initiative will focus on a wide target market including parents with young children, young girls ages 8-14 years and fans of Japanese culture, art and design.



Sony Creative Products launches Pingu shopping mall

Raft of Pingu-inspired events follows success of new TV series in Japan

Sony Creative Products Inc. (SCP), which manages licensing in the Japanese market for Pingu on behalf of rights owner Mattel Inc, has announced a major Pingu-themed event in collaboration with licensee Mitsui Fudosan Retail Management Co, Ltd.

Taking place soon after the successful launch of the new, entirely Japanese-made and produced computer-animated TV series Pingu In The City, the event – called Enjoy Shop-Pingu at LaLaport Fujimi – has already transformed one of Japan's biggest shopping malls and attracted an enthusiastic response since its launch in late January. It will continue for over a month.



Mitsui Fudosan Management's LaLaport Fujimi mall is offering Pingu fans the chance to enjoy many different Pingu competitions, displays and special offers – and even meet the lovable penguin.

As well as displays based on Pingu and his friends appearing throughout the mall, a large number of in-store campaigns and competitions are taking place. They include collaborations with stores supplying Valentine's gifts, fashion wear and chocolate desserts, a mall-wide searching game called Find Pingu!!, a Pingu skating rink event, and a make-your-own-clay-Pingu class. There are also many opportunities to find special cards (called Pingu Likes... cards) that give the lucky finder the chance to win exclusive Pingu-themed items, such as sunshades, brushes and coasters. Fans can even have their photo taken with Pingu!

The Mitsui Shopping Park LaLaport Fujimi is a major shopping centre with 293 shops ranging from department stores, apparel shops, and outdoor shops to movie theatres and much more. It is situated approximately 30 kilometres from downtown Tokyo.

This is the latest collaboration between Sony Creative Products and a major retail name featuring the enormously popular Pingu, which has been a favourite of millions of children for over 30 years. Late last year a successful Pingu-themed café opened at Village Vanguard Cafe Shinjuku, Tokyo.

Licensing Today Worldwide
Online Daily
6 February 2018
Circ: 5,962





SONY CREATIVE HOSTS COOKING, CALLIGRAPHY STARS IN TOKYO

ASIA–Sony Creative Products hosted a special event for celebrity French chef Joël Robuchon, sushi master craftsman Jiro Ono and master calligrapher Juichi Yoshikawa on Feb. 11 in Tokyo, Japan.

THE EVENT CELEBRATED 160 YEARS OF DIPLOMACY BETWEEN JAPAN AND FRANCE.

ASIA–Sony Creative Products hosted a special event for celebrity French chef Joël Robuchon, sushi master craftsman Jiro Ono and master calligrapher Juichi Yoshikawa on Feb. 11 in Tokyo, Japan.

The star-studded event took place at the L'Atelier de Joël Robuchon and was jointly hosted by SCP and Four Seeds Corporation, the restaurant owner and food supply company.

The event celebrated the 160th anniversary of Japan-France diplomatic relations.

The dinner prepared for the event was a combination of Japanese- and French-inspired cuisines and featured Ono's sushi creations alongside French dishes created by Robuchon. The event also included a live performance and calligrapher creations from Yoshikawa.



**License Global Daily
Online
20 March 2018
Circ: 40,000**



Pingu cooks up creative competition

Readers of lifestyle mag Lettuce Club are tasked with inventing tasty Pingu-themed recipes



Sony Creative Products Inc. (SCP), has begun the year with a tasty treat for fans of Pingu: a special Pingu collaboration with women's lifestyle magazine Lettuce Club. Lettuce Club is published by Kadokawa Corporation, a major name in lifestyle, fashion and entertainment magazines.

SCP manages licensing in the Japanese market for the much-loved little animated penguin on behalf of rights owner Mattel.

In order to win one of a number of prizes, competition entrants were asked to come up with an original recipe themed around Pingu, his family and his friends, turn it into a tasty meal and send the recipe and a picture of their edible work of art to the magazine. But no cheating! Entrants had to use real food. Using a specially painted dish or adding sweets didn't count!

Entrants were invited to tweet the recipe or post it to Instagram by using a dedicated hashtag, with the chance for the winner to see his or her recipe featured in Lettuce Club magazine, Lettuce Club news and Pingu's official homepage. There were also special prizes of Pingu-themed goods for the best recipe ideas.





Pingu cooks up creative competition

And no doubt the readership of Lettuce Club, whose recipes are a popular feature of the magazine, have been trying some Pingu meal ideas for themselves!

The competition, which ran from late February to early March, is the latest in a number of collaborations and agreements that underline the appeal of the funny, happy world of Pingu and his friends and the success of the new, entirely Japanese-made-and-produced computer-animated TV series Pingu in the City.

Takeshi Nakamura, Global Business Group Licensing Manager, Sony Creative Products Inc., says: "This competition has captured the fun and charm of Pingu and his friends in a delightful and original way. It's been wonderful to see how the readers of Lettuce Club have brought some of their favourite children's characters to their specially designed meals."

Other collaborations and promotions since the launch of the new series have included a Pingu-themed café in Shinjuku, a Pingu-themed shopping event in one of Japan's best-known and biggest shopping malls in early 2018, and a Christmas collaboration with Sunshine Aquarium, a popular city aquarium in Tokyo.

**LTW Media
Online Daily
22 March 2019
Circ: 5,962**



Licensing.biz

Hello Kitty partners with Gaspard et Lisa in Asian market



Licensing.biz
Online Daily
9 March 2018
Circ: 22,000

The collaboration brings a new artistic flair to this evergreen brand.

Sanrio's Hello Kitty has partnered with Sony Creative Products, to launch a new licensing programme in collaboration with French children's book and animated cartoon series Gaspard et Lisa.

The first glimpse of this collaboration came when creators of Gaspard et Lisa, Anne Gutman and Georg Hallensblen, and Sanrio's Hello Kitty designer, Yuko Yamaguchi, created seven oil paintings showing a visit by Hello Kitty to Gaspard and Lisa's hometown of Paris on a private jet.

During the visit the two Parisiens show Hello Kitty around the city of Paris and the three friends enjoy spending time together – all of which is captured in the oil paintings.

Following the creation of these paintings, this year will see an expansion of the collaboration into licensing, including the launch of merchandising from Sanrio featuring designs created from these oil paintings. The launch will start in Japan, with Hong Kong, Indonesia, Singapore, Taiwan, Thailand and other territories to follow.

“This collaboration between Hello Kitty – one of the most successful character-based properties in history – and Gaspard et Lisa – an enormously popular property with a strong market in Japan – is both innovative and extraordinary. The charming friendship shown in these inspired paintings will not only capture the imagination of fans of both properties but will also drive a strong merchandising campaign.”

Gaspard and Lisa are two cute animal friends created by Anne Gutman together with her husband, illustrator Georg Hallensblen. They have appeared in 40 books and an animated series broadcast in over 80 countries. The two friends are exceptionally popular in Japan, where the books have sold over two million copies and inspired a strong licensing campaign that today includes fashion items, stationery, mobile accessories, and even pet care items. The property has also inspired a theme park, La Ville de Gaspard et Lisa, in Yamanashi.



'PINGU' SCORES NEW LICENSED RANGES IN JAPAN

Tokyo-based Sony Creative Products, which manages licensing for “Pingu” in Japan on behalf of Mattel, has announced new licensed “Pingu” products headed to retail in Japan.



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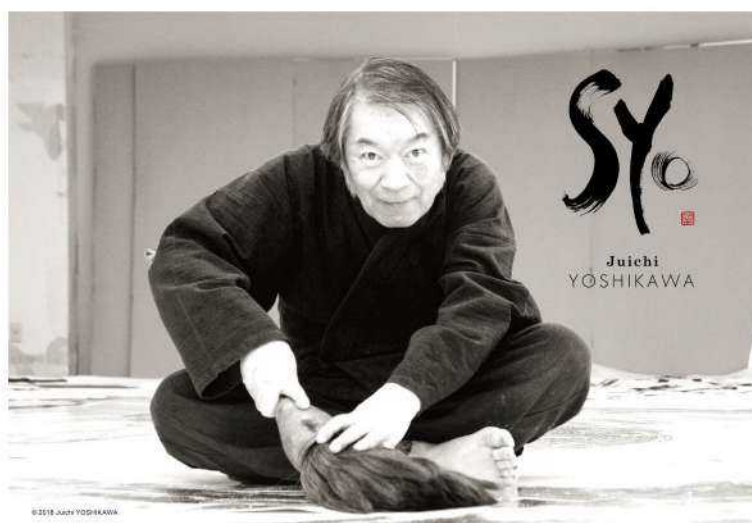
The latest range includes collectibles, mobile phone accessories and a cushion and armrest. T-Arts Co has produced two sets of “Pingu” collectibles. Bandai has produced a novelty mobile phone accessory called Pingu and Pinga Cable Bite. Bandai has also created the “Pingu” plush, cushion and armrest.

The new products are available via high-street retail, major stores and online.

The past 18 months saw a host of “Pingu” collaborations and promotions including a “Pingu”-themed café opened in Shinjuku, a Christmas collaboration with Sunshine Aquarium, a partnership with women’s lifestyle magazine *Lettuce Club* and more.



SONY CREATIVE PRODUCTS TO EXHIBIT AT TWO MAJOR JAPANESE LICENSING SHOWS



BM E-News
Online Weekly
5 April 2018
Circ: 30,000

Gaspard et Lisa and Juichi Yoshikawa among highlights of 2018 SCP portfolio.

Sony Creative Products Inc (SCP) has announced its appearance at two major Japanese licensing events taking place in Tokyo: **Licensing Japan** (April 4-6, 2018), where it will be on stand 35-8, and **Licensing Expo Japan 2018** (April 25-27, 2018), where it will be on stand C-32.

As the leading character licensing organization in Japan **SCP** will be showcasing a strong portfolio of properties at both shows. But two in particular are being highlighted for markets in Japan and abroad. They are French animated property **Gaspard et Lisa** (at Licensing Japan) and Japanese calligraphy artist **Juichi Yoshikawa** (at Licensing Expo Japan).

Gaspard et Lisa, the story of two animal friends living in Paris, originated in France and has inspired 40 picture books and an animated programme broadcast in over 80 countries. The property has had enormous success in Japan, where the picture books have enjoyed sales of over two million to date and a strong licensing campaign today includes fashion, stationery, mobile accessories and even petcare. A theme park, La Ville de Gaspard et Lisa, opened in 2013 in Yamanashi, a popular tourist destination 100km from Tokyo.



SONY CREATIVE PRODUCTS TO EXHIBIT AT TWO MAJOR JAPANESE LICENSING SHOWS



BM E-News
Online Weekly
5 April 2018
Circ: 30,000

SCP has managed this property for over 10 years, in which time the property has not only developed a strong market in Japan but has also gained a following in a number of Asian countries including Korea and Taiwan.

As visitors to **Licensing Japan** will hear, **Gaspard et Lisa** is now about to enter a new phase. Exhibitions promoting the **Gaspard et Lisa** picture books have toured Japan in the past year, notably appearing at a Christmas event at Tokyo Skytree, one of the tallest buildings in the world. The property's sophisticated-but-cute look (called 'oshare-kawaii' in Japan), has brought it to a wide age range extending from children to young adult women. A live stage show – Gaspard et Lisa The Musical – Dance! Dance! Dance! – is due to open in April. In addition a unique licensing and merchandising collaboration between the property and Sanrio Ltd's Hello Kitty, was recently announced, and captured in seven oil paintings, which highlighted both brands.

Juichi Yoshikawa is a Japanese calligraphy artist for whom SCP has acquired worldwide agent rights through an agreement with his management at Hasshoo Co Ltd. This amazing personality and his art will be a highlight of the SCP stand at Licensing Expo Japan 2018.

Juichi Yoshikawa has penned title designs for many popular Japanese TV shows and hit comic series. However, he is more famous on an international stage for his extraordinary live shows, which include creating his trademark calligraphy (a style known as syo) from a helicopter in the Red Dunes of Dubai, writing a vast syo piece at the base of Paris' Eiffel Tower, and a performance in front of 3,000 spectators at China's Tiananmen Square of an enormous syo piece measuring 45 metres by 15 metres. His latest creation was for eyewear brand ZOFF in a campaign titled, 'EYE am a HERO!' launched in February.



SONY CREATIVE PRODUCTS TO EXHIBIT AT TWO MAJOR JAPANESE LICENSING SHOWS

SCP will be looking at a number of opportunities to develop an international licensing campaign around Juichi Yoshikawa, highlighting not only his eye-catching works but the extraordinary artist himself through events, promotions and carefully selected appearances.

Takeshi Nakamura, Global Business Group Licensing Manager, Sony Creative Products Inc., says: *"Our appearance at these two major licensing events will highlight the diversity of our product portfolio – a diversity clearly underlined by our focus on Gaspard et Lisa, a stylish animated cartoon with multi-generational appeal and Juichi Yoshikawa, a true artist but also an internationally known larger-than-life personality. We are, of course, looking forward to telling visitors to both shows more about these amazing properties."*

BM E-News
Online Weekly
5 April 2018
Circ: 30,000





The Business, Technology & Art of
Animation and VFX

Animation Magazine
Online Daily
17 April 2019
Circ: 20,000



Sony Creative Products' 'Pingu in the City' Heads to UK

Tokyo-based Sony Creative Products (SCP) which manages licensing in the Japanese market for popular little penguin Pingu on behalf of rights owner Mattel Inc, has announced the arrival of the new, entirely Japanese-made and produced computer-animated TV series *Pingu in the City* (two seasons of 26 x 7') in Europe.

Following last year's deal with distribution partner Sony Music Entertainment España, for Europe and Latin America, a number of regional broadcasters are ready to welcome the new Pingu to air, starting with U.K. free TV channel ITVBe. *Pingu in the City* has aired twice a day Monday-Friday on the channel's preschool block, Little Be, since February 25. Starting April 8, extra showtime slots have been added on weekends.

Pingu in the City launched in October 2017 on free-to-air NHK ETV in Japan – which is owned by public broadcaster NHK. This delightful new version of the Pingu story takes the cheeky, lovable penguin and his family from their small village to the big city, where Pingu meets many other fascinating penguins, finds out about what they do and – inevitably – gets into trouble.

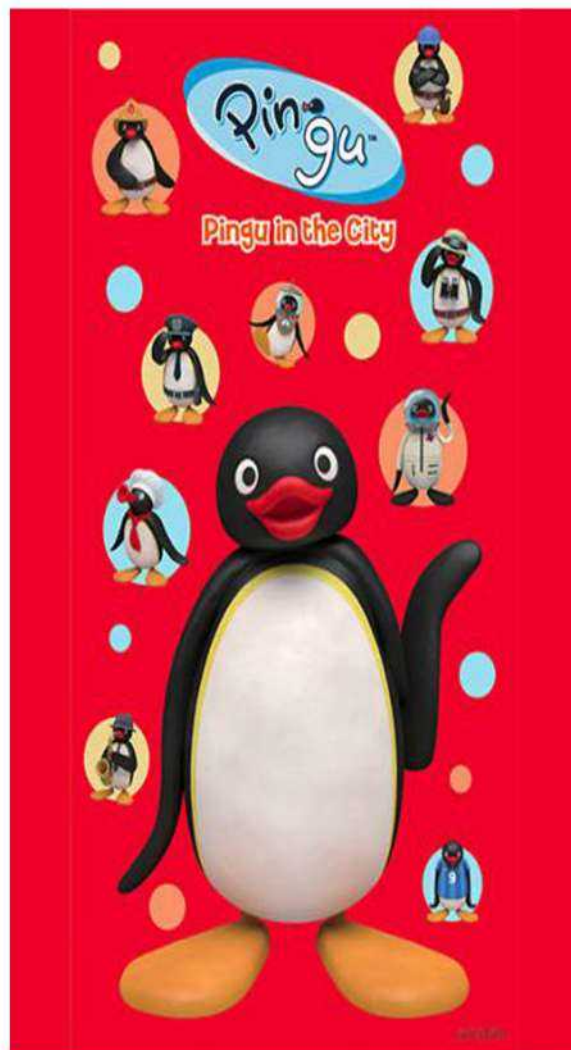
The success of the new show in Japan has been accompanied by a strong performance in licensing, at retail and also in promotional initiatives. Collectibles, mobile phone accessories, plush and cushions are among recent output, while a Pingu-themed café, a Pingu-themed shopping event, a Christmas collaboration with a popular aquarium in Tokyo, and a collaboration with a women's lifestyle magazine have all enjoyed strong responses.





The Business, Technology & Art of
Animation and VFX

"After its success on NHK ETV, *Pingu in the City* is starting to make inroads into a number of major new territories. We're looking forward to celebrating the delightful penguin's arrival in many more countries very soon," said Takeshi Nakamura, Global Business Group Licensing Manager, Sony Creative Products Inc.



Animation Magazine
Online Daily
17 April 2019
Circ: 20,000



TV KIDS

Sony Creative Products

Pingu in the City / Mofy / Gaspard and Lisa

Pingu in the City, being presented by Sony Creative Products, offers a fresh take on the original story about a cheeky penguin. Another highlight is *Mofy*. "It is a 'cotton' stop-motion animation in full HD, where the sets and models are made from fluffy cotton puffs," says Hitoshi Hasegawa, the company's president. There is also the animated series *Gaspard and Lisa*, about 6-year-old best friends who experience the wonders and challenges of school, family and friendship. "Outgoing, curious and devoted to each other, Gaspard and Lisa are the center of each other's lives and the rest of the world usually finds itself caught up in their adventures," Hasegawa says. "And while the two may sometimes disagree, in the end, they're always there for each other, because that's what best friends are for."



"We would love to have new partnerships with players around the world, but especially those in Europe, as these animations originated from the region."

—Hitoshi Hasegawa

**TV KIDS Magazine
Print & Online
April 2018
Circ: 35,000**

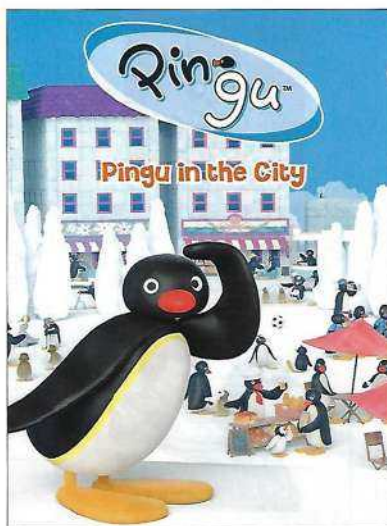


ContentTokyo is a must-attend for anyone involved in developing or monetising content in Asia. Not surprisingly, Sony Creative Products Inc will be there – with a very diverse offering for both Japanese and overseas markets.

SONY CREATIVE PRODUCTS AT CONTENT TOKYO

Content Tokyo – Asia's largest content creation, production and distribution event – is coming closer, and Sony Creative Products Inc. (SCP) is joining the many manufacturers, distributors, solution/technology providers, marketing companies, and licensing professionals that will be attending. Tokyo-based Sony Creative Products Inc. (SCP), which manages licensing in the Japanese market for Pingu, TAMA and FRIENDS, and many other national and international properties, will be exhibiting in the General Zone at the show, which takes place from 3-5 April at Tokyo Big Sight (the Tokyo International Exhibition Centre). A comprehensive exhibition consisting of seven specialised trade shows related to content, Content Tokyo is an important part of the trade show calendar and a great place for SCP to show off an impressive list of new and established properties to local, regional and international visitors. The continuing success in Japan of the brand-new Japanese-made Pingu animation series, Pingu in the City, has built a strong profile for the cheeky and loveable penguin, one that SCP intends to promote in markets both inside and outside Japan.

Aligning with Madrid-based music publishing and distribution company Sony Music Entertainment España, S.L., the new animation Pingu in the City will be distributed in a number of European and Latin American territories. Tama is a property that has enormous appeal to many generations, ever since Tama, a curious, adventurous cat, first



music producer, PABLO a.k.a. WTF!?, she has even made her debut as a music artist in the past year. She has also started her own apparel brand called 'Beyond the Moon'.

These are all very different brands. All, however, have their own characters and definable target audiences. SCP's aim for each, therefore, is to establish that connection, and expand the licensing share – first of all in Japan, using a business network developed over SCP's long and successful history in licensing management.

The popularity of Japanese IPs in other markets – particular in Asia – means that once these are established in Japan, SCP will start looking to represent such properties in territories outside Japan. Content Japan is a perfect showcase at which to start this

process. For Takeshi Nakamura, Global Business Group Licensing Manager, Sony Creative Products Inc., this is a great opportunity to show off the strength and variety of the SCP offering.

As he says: "From Pingu to basketball and from brand-new virtual stars to long-established and newly revived hits, our stand will emphasise a diverse portfolio with, we believe, something for everyone."

However, one of the fastest-growing new SCP properties also reflects one of the newest and most exciting online trends. Kaguya Luna is a virtual YouTuber who sings dances, offers sharp and humorous observations and has even starred in what may be the world's first virtual reality concert (in the virtual space called Zepp VR). The popular V-tuber will make her debut as an SCP-licensed property in Tokyo.

There are already more than 7,000 V-tubers in the Japanese market, of which Kaguya Luna is one of the most popular on YouTube.

Although Kaguya Luna is a virtual model, she has already guested on a variety of TV shows in Japan. With her



© Kaguya Luna

For further details please contact Sony Creative Products Inc. Takeshi Nakamura at takeshi.nakamura@sonymusic.co.jp



Total Licensing Magazine
Print & Online
Spring 2019
Circ: 84,000
(Total of print and online)



Tylers | 1 Mallows Green Road | Manuden | Bishops Stortford | CM23 1DG
t + 44 (0) 1279 887 101 | kgmpr.com | hello@kgmpr.com



M&G appointed master stationery licensee for Gaspard and Lisa in Asia



Sony Creative Products Inc. (SCP), which manages worldwide licensing for the hit French children's book series and animated cartoon Gaspard et Lisa, has announced a licensing partnership with M&G Cultural Creative.

M&G will be the exclusive master licensee for Gaspard et Lisa in mainland China. Although it has been a successful licensee for a number of brands to date, this is the first time that M&G Cultural Creative has committed itself to the role of master licensee for a property.

As part of its drive to market itself more effectively as producer of licensed output, M&G Stationery (Asia's biggest – and the world's second biggest – stationery company) has invested a new licensing arm called M&G Cultural Creative in order to target and license high-quality IP. M&G Cultural Creative will focus on all aspects of IP value creation including product development, sales channel strategy, marketing, PR and events as well as brand licensing and crossover.





M&G appointed master stationery licensee for Gaspard and Lisa in Asia

Gaspard and Lisa is the first partnership under this new arrangement, chosen not just as a successful property but one which is an established success in stationery in a number of markets. In addition, its storylines are supported by strong themes of gifting and friendship.

Gaspard and Lisa are two cute fictitious friends created by Anne Gutman together with her husband, illustrator Georg Hallensblen. They have appeared in 40 books and an animated series broadcast in over 80 countries. The two friends are exceptionally popular in Japan, where the books have sold over two million copies and inspired a strong licensing campaign that today includes fashion items, stationery, mobile accessories and even pet care items. The property has also inspired a theme park, La Ville de Gaspard et Lisa, in Yamanashi.

Takehiko Oya, Global Business Group Licensing Manager, Sony Creative Products Inc., says: "This collaboration between ourselves, M&G Stationery and M&G Cultural Creative is highly significant. It underlines the growth and ambition of M&G in the licensing market and the commitment of both M&G and SCP to the vast potential of the Gaspard et Lisa brand in China."

Licensing Corner
Online Daily
31 July 2019
Circ: 60,000



BLE 2018: Sony goes kawaii

Sony Creative Products brings its kawaii pre-school animation Mofy to BLE for the first time to secure UK and European licensing agents



Sony Creative Products is bringing its hit pre-school property Mofy to BLE for the first time. The animated series, already broadcasting in over 50 countries, will be highlighted on stand G10, where SCP will meet potential partners with the aim of appointing a licensing agent for Mofy in the UK and other countries in Europe.

Mofy is the story of a lovable, fluffy rabbit that lives in a warm and puffy cotton ball. In every episode, she finds out something about the world around her, discovers and understands feelings and emotions, and learns to be kinder and braver. Using stop-motion animation and a central character constructed of cotton puffs, the makers of Mofy have developed a unique





look and feel for the show that has proved enormously appealing to both very young children and many mums and young women.

It has also led to Mofy enjoying massive licensing success in Japan, notably in personal care, but also in confectionery, yoghurt, apps, books and magazines, sticker books, digital publications, DVDs and, of course, plush. There are also numerous tie-ins and promotions with magazines, shopping malls, celebrities and retail corners as well as very popular Mofy-themed live appearances, special events and even exhibitions.

And this success has now been translated to the international marketplace. More than 650 SKU of Mofy licensed products are sold or under approval elsewhere in the world, among them stationery, plush, back to school, bedding, bags and purses, personal care items, DVDs, apparel, activity books, games, puzzles, toys and accessories. The character's appeal to mums and young women has also given it potential in the high-end and fashion markets.





markets, not to mention excellent ratings on one of the UK's most popular children's programming strands, the time is right to announce the expansion of Mofy's presence in Europe – and where better to do so than at BLE? We look forward to meeting potential partners at BLE and telling them more about this uniquely appealing property.”

LTW Media
Online Daily
11 September 2018
Circ: 5,962





Pingu in the City waddles into new territories

Sony Creative Products signed a distribution deal that will see the animated series launch in territories across Europe and Latin America.

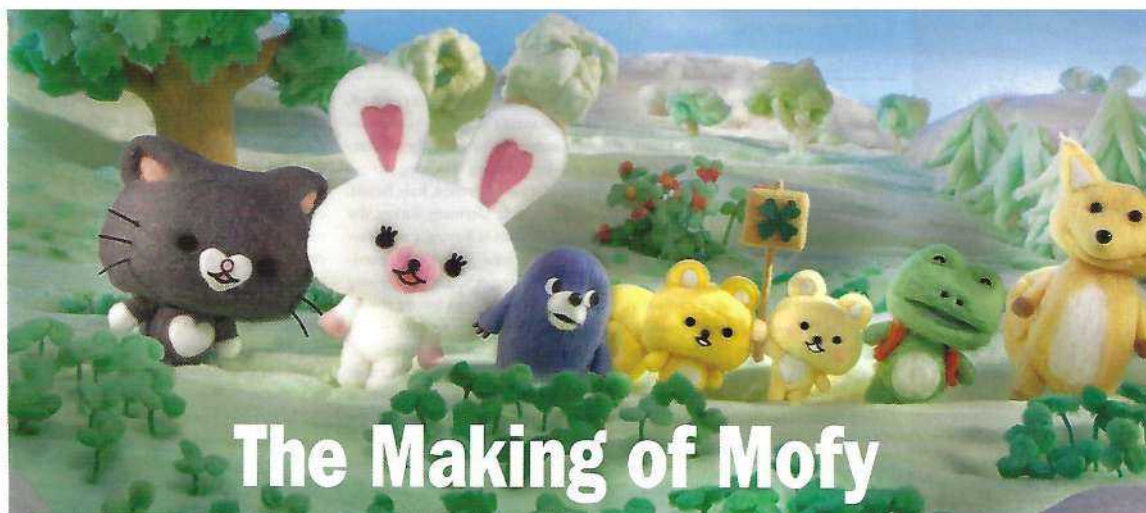
Tokyo-based Sony Creative Products has inked a distribution deal with Sony Music Entertainment España (SME) for Pingu.

The agreement will see SME distribute the CGI series *Pingu in the City* across Europe and Latin America, handling all LatAm countries (excluding Brazil) as well as Spain, Portugal, Italy, Poland, Slovakia, Hungary, Romania, Bulgaria and the Czech Republic.

SME is best-known for managing local musical artists in Spain, and plans to partner with Sony Creative Products to launch products that partner its artists with the Pingu brand.

Pingu in the City launched in Japan on NHK ETV in October 2017. Earlier this year, Sony Creative Products partnered with Mitsui Fudosan Retail Management to create a **branded retail event** called Enjoy Shop-Pingu. The retail event was hosted by Japanese shopping mall LaLaport Fujimi and featured Pingu-themed competitions, displays, games, classes and a Pingu-themed skating rink.





The Making of Mofy

Already a hit in 50 countries, the Sony Creative Products preschool property Mofy stands out, not just because of its success as a TV and licensing property but also because of the unique approach to animation that brings this loveable little rabbit to life.

Cute characters can be staggeringly successful in both broadcasting and licensing. But getting them right – and then getting them noticed – isn't easy. In Japan in particular the market for cute characters is a highly competitive one. That's because the kawaii ('cute' or 'lovable') character market sometimes extends beyond pre-school fans to tweens, teens and young adult women.

Getting it right, of course, is very rewarding. A case in point is the massive hit property Mofy, owned and licensed by Sony Creative Products (SCP). Mofy is the story of a lovable, fluffy little female rabbit who lives in a warm and puffy cotton ball. In every episode of the three animated series of 26 five-minute episodes, she finds out something about the world around her, discovers and understands different feelings and emotions — like joy, loneliness, courage, jealousy and fear — and learns to be kinder and braver. The target audience in Japan and most other countries is preschool boys and girls – and, judging from the response to date, Mofy's appeal to that demo-

graphic is enormous. It wasn't always that way, however.

Mofy was inspired by a picture book published in 2008 originally aimed at the young adult women's kawaii character market. Mofy creator and Japanese illustrator Aki Kondo recognised Mofy's international potential and, with the help of Italy's Misseri studio, the characters became part of new, original stories written specifically for a preschool-focused animated series. The characters include Mofy's best friend Kerry, Mogu, a mole, the Mouse Family, the squirrels Lee and Sioux and, most importantly perhaps, The Moon. The Moon helps Mofy to overcome her insecurities, gives valuable advice and encourages her to take the initiative in times of sadness.

The animated style chosen was both unique and a first, using stop-motion techniques for characters – and even sets – made of cotton puffs, giving the

whole show a soft and warm atmosphere. This approach was the result of an early collaboration between the show's creators and a respected animation studio.

Mofy is a co-production between Japan (SCP), Italy (Misseri Studio & RAI) and Germany (ZDFE). Once SCP had decided to create animation targeting pre-school markets on broadcast and VOD platforms, it needed partners who could help it bring Mofy to life in a sympathetic and striking way. SCP first pitched the idea to Misseri Studio, a prestigious studio from Florence in Italy with a global reputation for originality, in 2009. Rai came on board when Misseri showed the broadcaster a three-minute pilot of Mofy at Mipcom 2010. ZDFE joined during the production of season 2.

Misseri Studio's many highly regarded animations use different elements but all in the service of stop-motion tech-



**Total Licensing Magazine
Print & Online
Autumn 2018
Circ: 84,000 (Total of
both print and online)**



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nique. Misseri has produced a number of animated characters using multiple materials. There's Quacquao, a smart duckling who wanders through a fantastic setting of coloured paper. There are the clay animations Red and Blue and Mio and Mao (series 2 and 3 of Mio and Mao were produced with Channel 5 and broadcast on Milkshake). Misseri also collaborated with the world-famous Sesame Workshop on claymation versions of the famous Sesame Street's muppets Bert and Ernie for a show called Bert and Ernie's Great Adventures. There's also A.E.I.O.U., a world of sand, and Pozzie, a child created from a drop of water, who lives in a world also made of water. Pozzie was produced with Japanese broadcaster NHK and broadcast in Japan on its channels.

This willingness to work with new materials to capture the essence of a character was just what SCP was looking for.

With Mofy, Misseri Studio came up with the idea to source cotton puffs – a concept idea drawn from the original book, where Mofy lives in a cotton ball. All the models and props are hand-made with 100% cotton and there's a careful process of dyeing cottons for model and set creation. Even more demanding is the stop-motion animation process, consisting of 25 frames per each second. A tiny movement of the cotton wool characters and sets per frame accumulated into a five-minute story line may not seem like a lot of work but it means that about four seconds of footage can be shot per animator per day. Of course the whole animation team together can produce a significant amount of footage every day, but it's still a labour-intensive business. "Everything is done by authentic techniques and without relying on computer-generated graphics," says Takehiko Ohya, Global Business Group Licensing Manager, Sony Creative Products Inc. "This artistic core means that Mofy maintains an essence of craftsmanship."



This slow, delicate process has paid off. The show tested successfully and was quickly picked up by major broadcasters, gaining a strong following across the world. Finland, France, Italy, Russia, The Middle East, Germany, Turkey, the UK, the US, Canada, Australia and New Zealand have now joined Asian territories like Singapore, Thailand, Hong Kong, Taiwan and Korea among the 50 or more territories – to date – embracing Mofy and her adventures.

With Europe now offering a number of broadcast partners, SCP, which is licensing the property around the world, has announced that Mofy will be exhibiting at the upcoming BLE for

more than 10,000 Family Mart stores nationwide, and received strong promotional support from a number of magazines. A smartphone app featuring Mofy sold 100,000 downloads in only a month. Publishing includes not only magazines, sticker books and comic strip books but also the original picture books as well as digital publishing on popular comic apps. So well-known is Mofy in Japan, in fact, that Mofy's birthday (3 March) is also known as the Rabbit's Day.

In addition, SCP is very aware of the character's continuing appeal to mums and young women and the potential this market offers in high-end and fashion markets, for which design concepts have been developed.

This success has now been translated to the international marketplace. More than 650 SKU of Mofy licensed products are sold or under approval elsewhere in the world.

Plush, inevitably, is a big category but among the others are stationery, back to school, bedding, bags and purses, personal care items, apparel, activity books, games, puzzles, toys and accessories. DVDs are sold in various languages in countries as varied as Japan, Australia, Germany, France and Italy. Given that BLE takes place in London it's reasonable to ask whether the brand will achieve similar success in the UK.

The performance of the TV show seems to indicate a positive response. Since spring 2017 Mofy has appeared on the Milkshake strand on 5 in the UK, where it enjoys strong ratings in the weekday 9.10am slot. Now SCP plans to build on that success – and the established licensing appeal of Mofy in other countries – by appointing a licensing agent for Mofy in the UK.

As Mofy's appeal continues to extend well beyond its home market, it certainly seems that the extraordinary effort involved in bringing the lovable cotton rabbit to life has been worth it.

**Total Licensing Magazine
Print & Online
Autumn 2018
Circ: 84,000 (Total of
both print and online)**




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LICENSING SOURCE BOOK EUROPE

Autumn 2018

ON SHOW AT BLE 2018



The Character & Entertainment category at this year's Brand Licensing Europe is once again bulging with vibrant and colourful properties - from classics and evergreens through to new launches from the worlds of film, TV, gaming and online. The revamped showfloor - which now covers the National and Grand Halls - is certainly packed to the rafters. LSB offers a look at just some of what will be on display.

Inset: eOne will be debuting Ricky Zoom on its BLE stand.

The Greatest Show

Licensing Source Book Europe
Print & Online
Autumn 2018
Circ: 20,000

Mofy debuts

Sony Creative Products will be showing preschool property **Mofy** for the first time at BLE.

The animation - already broadcasting in over 50 countries - is the story of a fluffy rabbit that lives in a 'warm and puffy' cotton ball. In each episode, Mofy finds out something about the world around her, discovers feelings and emotions and learns to be kinder and braver.

Mofy has already enjoyed licensing success in Japan, as well as international markets, with the show airing on **Milkshake** in the UK since spring 2017. SCP is now looking to appoint a licensing agent for Mofy in the UK to develop the programme even further.

Grand Hall G10

Below: SCP is looking for a UK agent for preschool brand Mofy.



Pingu-themed Christmas event comes to Sunshine Aquarium in Tokyo

Pingu, Pinga and Rowy transform popular family venue in weeks leading up to Christmas



> > Tokyo-based **Sony Creative Products Inc. (SCP)**, which manages licensing in the Japanese market for > **Pingu** on behalf of rights owner **Mattel Inc.**, have been involved in a collaboration with Sunshine Aquarium, a popular city aquarium in Tokyo.

During the six weeks leading up to Christmas, visitors to Sunshine Aquarium have been enjoying Christmas trees and ornaments hung with Pingu, Pinga and Rowy Christmas decorations, as well as Pingu-themed foods and goods sold in the aquarium's café and shop – including Pingu and Pinga cake – and even taken part in photo shoots with Pingu.

Located on the top of a major shopping centre in Ikeburo, Tokyo, the Sunshine Aquarium is a popular city aquarium where kids and adults can view a variety of ocean and freshwater fish and aquatic mammals.



This is the latest in a number of collaborations and agreements that underline the appeal of the funny, happy world of **Pingu** and his friends and the success of the new, entirely Japanese-made-and-produced computer-animated TV series **Pingu in the City**.

Pingu in the City (two series of 26 x 7 minutes) launched on the NHK ETV channel – which is owned by Japan's public broadcaster, NHK – on October 7, 2017. This delightful new version of the Pingu story brings the cheeky, lovable penguin and his family from their small village to the big city, where Pingu meets many other fascinating penguins, finds out about what they do and – inevitably – gets into trouble.

Other collaborations and promotions since the launch of the new series have included a Pingu-themed café that opened for ten weeks at Village Vanguard Cafe Shinjuku from 2 November 2017, and an event called ENJOY SHOP-PINGU at LaLaport Fujimi, which transformed one of Japan's best-known and biggest shopping malls for over a month in early 2018. In addition, it was recently announced that a new distribution partnership for Pingu with **Sony Music Entertainment España, S.L. (SME)**, the Madrid-based music publishing and distribution company, will bring Pingu in the City to a number of European and Latin American territories.

Takeshi Nakamura, Global Business Group Licensing Manager, Sony Creative Products Inc., says: "Pingu in the City is attracting a whole new generation to the adventures of the lovable penguin. We are delighted with the continuing success of these Pingu-themed events which attract large crowds keen to see more of one of their favourite children's characters."

Brandora
Online Weekly
19 December 2018
Circ: 5,902



Preschool hit Mofy is a sweet sensation at Totti Candy Factory!

Popular animated soft cotton rabbit inspires special cotton candy character sweets



> **Sony Creative Products (SCP) Inc** hit preschool property > **Mofy** is starring in **Christmas collaborations** at two of the popular **Totti Candy Factory** stores.

For the two weeks leading up to **Christmas Mofy** character sweets have been on sale at the store in Cubic Plaza in Shin-Yokohama whilst from mid-December to the end of January Mofy sweets will be a highlight at the Totti Candy Factory Harajuku store in Tokyo. Both stores will be selling a range of character cotton candy modelled on the enormously popular soft cotton rabbit, while the Harajuku store will sell both Mofy cotton candy and Mofy cake pop.

> There's also a Twitter competition. Anyone who tweets their comment on a Mofy animation revealed by QR code in store or on site has the chance to be one of four winners of a real cotton model of Mofy.

Character sweets are a booming market in Asia and many cafés which



highlight a famous character have opened recently in Japan. Mofy is, of course, a big hit in the Japanese market.

Totti Candy Factory is an enormously popular group of stores that sell an international range of candy, gummies, chocolate and marshmallows. However, Totti Candy Factory is most famous because of its signature giant cotton candy – a perfect link with the cute cotton rabbit Mofy.

The hit animated series of **Mofy**, already broadcasting in over 50 countries, is the story of a lovable, fluffy rabbit who lives in a warm and puffy cotton ball. In every episode of this animated series she finds out something about the world around her, discovers and understands feelings and emotions, and learns to be kinder and braver.

It has also led to Mofy enjoying massive licensing success in Japan – success that has been translated to the international marketplace. SCP is now appointing licensing agents for Mofy in a number of countries.

Mofy is a co-production between Japan (SCP), Italy (Misseri Studio & RAI) and Germany (ZDF). The animated style chosen, using stop-motion techniques with real cotton puffs for the characters -- and even for the sets -- is unique to the show and has proved enormously appealing to both very young children and many mums and young women.

Takehiko Ohya, Global Business Group Licensing Manager, Sony Creative Products Inc., says: "Bringing Mofy, the cute cotton rabbit, to cotton candy is a wonderful concept and Totti Candy Factory is the ideal partner. I'm sure this will be an enormously successful partnership."

Brandora
Online Weekly
9 January 2019
Circ: 10,500



授权概览中国

咏声 - 动画领域不断增长的力量

咏声是中国市场动画和授权的大咖，旨在在世界其他地方建立类似的声音。

有些人可能没听说过咏声，但该公司肯定不是新人。咏声成立于1986年，总部设在广州。广州是中国人口最多的城市之一，也是主要的港口和交通枢纽。咏声专注于3D动画制作和发行已有15年，并且到2013年已享有覆盖整个IP产业链的业务。

有600多名艺术家为咏声工作，这是一个原创IP内容库，包含20,000多分钟的材料和丰富的合作制作经验，该公司已成为中国主要的动画制作商，专注于（一些版权领先很多）将业务线发展到电影、电视剧、现场表演、室内主题公园、玩具和授权商品等领域。

在这个牢固的基础上，2010年公司着眼于扩展到国际市场，这是其在MIPCOM等主要贸易活动中展现的一大特色，当然也包括中国授权展。

它有许多经过证实的获奖作品，在两场活动中都参展展示过，最著名的是《猪猪侠》，以Kung Fu Pork Choppers的名称进入英语市场，这是面向4-8岁儿童的令人愉快、有趣的节目，在朋友的帮助下，节目中的英雄（即一头超能力小猪）抵抗对他所在世界的威胁，当然少不了勇气、热情、幽默，希望和强烈的正义感。

《猪猪侠》系列15目前处于策划阶段。还有五部《猪猪侠》故事片；最新的一部在今年夏天登陆中国影院，咏声希望很快公布



一个国际影院发行合作伙伴。此外，这个热门系列还激发了一个非常受欢迎和获奖的现场表演和专门主题公园领域。

毫无疑问，《猪猪侠》开启了一场大规模且非常成功的授权市场活动，该活动将玩具、零食、家居用品、鞋类、婴儿护理、游戏和儿童书籍带到了中国市场，而且计划还有更多。该品牌在中国的总市值估计超过6亿美元。

咏声也凭借《逗逗迪迪爱探险》、《疯狂小糖》（面向4-8岁儿童的动画喜剧）和儿童动作冒险系列《核晶少年》引人入胜的教育故事取得成功。这三个节目已在50多个国家和地区发布。此外，《疯狂小糖》已开始与Licensing Management International (BLE 展位 A140) 的附属公司 Bradford Licensing 合作。有关此合作关系的更多细节将在 BLE 前几周公布。而这还不是全部。新的动画儿童节目《百变校巴》第三个系列将于今年秋天播出，其中讲述

了 Gordon 的故事，这是一辆将孩子从家里送到幼儿园的会说话的校车。Gordon 保护和引导孩子，帮助他们适应社交和处理日常问题。该节目是一种新的寓教于乐方法，将社交和情感学习 (SEL) 和一些可爱的支持角色与令人兴奋的中心角色（即可变为其他车辆的人工智能 (AI) 校巴）相结合，在国内市场已经大获成功。

快速增长的授权活动已经取得强大的零售业绩，当然是以玩具为主导。咏声现在将在这个令人愉快的系列背后推出强大的推广，并正在寻找合作伙伴来在其他市场发行该系列。

咏声将在中国授权展上重点展示



所有这些节目以及持续的授权增长，并且随着2020年的临近，将带来许多新的授权、推广和广播计划，您可以确定咏声将成为一个比以往更令人熟悉的名称。



Total Licensing - China - Magazine
Print & Online
October 2019

Circ: 84,000 (Combination
of print & online
in 106 countries)



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NEW TOY LINES GG BOND AND GOGO BUS



Winsing, leading Chinese animation company shows off new lines at special event in Guangdong.

Winsing, a leading Chinese animation company for over 15 years, has announced the launch of a number of licensed toys related to its hit children's animated show **GG Bond** and its successful new kids' edutainment property **GOGO Bus** at a major event for Chinese retailers and toy manufacturers where the theme was *Innovation Changes the Future*.

The 2019 Winsing Animation New Products Release Conference took place from 24-26 September in Foshan, Guangdong Province, where senior Winsing executives introduced an expectant audience to the new toys inspired by the established hit GG Bond, whose 15th series is now in production, and GOGO Bus, as its third series arrives across China.

During the conference, a wide range of new products was introduced to guests who included the President of Guangdong Toy Association and hundreds of toys distributors, wholesalers and licensees from different cities. The response from attendees to the new lines was highly positive.

As well as the toy launches, there was also a launch ceremony for the new series of GOGO Bus & Team Steam and an overview of ecological product releases from Winsing.

Conan Chen, General Manager of Winsing Animation, says: *"Winsing is going to expand its toys, merchandising and licensed products lines and build up a Winsing Merchandising Eco System."*

He continues: *"At present, GG Bond and GOGO Bus are already well-established brands in China, especially in the toy category, and have inspired a number of popular lines, but, as the theme of this event indicates, we always continue innovating and encourage licensees to do so too. We are confident that these new ranges will be welcomed both by distributors and the millions of young fans of both GG Bond and GOGO Bus."*



Winsing announces arrival of new GG Bond film on VoD in Malaysia

Fifth film starring children's action hero now available on Astro First



Winsing, a leading Chinese animation company for over 15 years, has announced the arrival on Malaysian TV of the latest film based on its leading property, **GG Bond**.

The feature film **GG Bond: Lollipop in Fantasy**, the fifth movie starring the superhero piglet and his buddies, is now available in Malaysia on the on-demand channel Astro First, a pay-per-view service that is part of the portfolio of channels owned by Malaysian satellite television provider Astro.

The 85-minute film, first released in China in July and launched on Astro First on 12 September, tells the story of a girl who has loved GG Bond since she was a little child but thinks he's just a children's story – until a picture of GG Bond on her bedroom wall opens a portal into the superhero's world. What will happen when she meets GG Bond? What adventures will she have? And how will GG Bond help her to get back to her own world?

This exciting new film, already a hit in China, is now delighting Malaysian audiences on Astro First, where subscribers can enjoy the latest movie in the comfort of their own homes.

Coming to English-speaking markets under the name Kung Fu Pork Choppers, GG Bond is a thrilling and funny show for 4-to-8-year-olds in which the hero, a superpowered piglet, fights numerous threats to his world with the help of his friends, not to mention courage, enthusiasm, humour, hope, and a strong sense of justice.

The show already boasts 14 hit series viewed by millions of children, as well as five feature films and series 15 in the planning stages, not to mention an enormously popular and award-winning live show, dedicated theme park areas, and a massive licensing campaign. A new series of GG Bond toys was announced in late September at a special event in Guangdong.

Echo Gu, Vice President of Winsing Animation, says: "The success of **GG Bond** in overseas markets is growing and Astro First is looking forward to a strong response to the exciting new GG Bond film. We fully expect the property's international fanbase to continue to expand in the coming months and years as overseas viewers enjoy the great stories, humour and strong production values that have made GG Bond such a hit in his home market."

Brandora
Online Weekly
9 October 2019
Circ: 10,500





WINSING ANIMATION

CHINA's Winsing Animation brings a range of kids programming to Cannes. A highlight is a new CGI animation aimed at two- to six-year-olds. Gogo Bus tells the story of Gordon the talking school bus who transports children from home to nursery, protecting them and helping them with everyday problems. MIPCOM will also see the introduction of two new in-development projects looking for co-production and investment: the action-focused Herbal Master, about a young recruit to the ancient Herbal Masters, and his mission to save his little sister from a fierce beast; and Lion Dance, about a former dancing star who aims for a comeback.



Gogo Bus
(Winsing Animation)

**MIPCOM Magazine
News - Day 1
Print & Online
14 October 2019
Circ: tbc**



Winsing unveils new toy lines for GG Bond and GOGO Bus in Hong Kong

Major event brings buyers together to view innovative and exciting new lines



Winsing, a leading Chinese animation company for over 15 years, is planning to preview a number of toys related to its hit children's animated show **GG Bond** and its successful new kids' edutainment property **GOGO Bus** at a major event for professional buyers in Hong Kong.

The event, the Spring Toy Preview Conference Show, is held in Hong Kong in the autumn at the Regal Kowloon Hotel. Winsing Animation will be running the event and inviting toy distributors and buyers to attend. Attendees will have a chance to get a preview of next year's toy offerings from one of China's most successful producers of children's entertainment.

At this year's event, taking place from 14-18 October, attendees will be introduced to the new toys inspired by the long-term hit action-comedy **GG Bond**, whose 15th series is now in production, and edutainment and adventure show **GOGO Bus**, as its third series arrives across China.

Winsing's productions are highly successful in China and making inroads into overseas markets – GG Bond is available on VOD in Malaysia and an English-language version of the show has already been produced. There is a strong retail presence for both GG Bond and GOGO Bus in China, and **Winsing** is now planning to expand its toys, merchandising and licensed products lines and to develop a Winsing Merchandising Ecosystem to support this expansion. The event in Hong Kong will allow the company to demonstrate how well its properties have already translated into toys and games in a major marketplace.

Brandora
Online Weekly
23 October 2019
Circ: 10,500





AWN - Animation World Network
Online Weekly
28 October 2019
Circ: 102,000

'GOGO Bus' Seasons 3 and 4 Arrive in China

Streaming platforms, IQIYI, YouKu, Tencent and Mango TV, bring new episodes of popular kids' series to Chinese audiences.



Chinese animation company, Winsing, has announced the arrival of Seasons 3 and 4 of *GOGO Bus* (26 x 13'/season) in mainland China. The 3D CG TV animated series, which launched in July 2019, has established itself as a fan favorite with a strong showing on most viewer ratings for its first two seasons.

The new seasons began broadcasting on Aniworld TV and Jiajia Cartoon on September 30 and in mid-October on KAKU Children's Channel and TOONMAX TV. Season 3 and 4 began showing on October 1 and 4, respectively, on several new media platforms, including IQIYI, YOUKU, Tencent and Mango TV.

The new seasons continue with the adventures of the children, in a beautiful coastal town, who are learning and playing in Sunshine Forest Kindergarten. To keep the children safe, the kindergarten owner builds the world's first artificial intelligence school bus. The name of the bus is Gordon. When the children have problems, Gordon helps to solve them by transforming into different vehicles, such as a fire engine, an ambulance, a police car, an aircraft or a salvage vehicle.

The show takes a new approach to "edutainment," combining social and emotional learning (SEL), some lovable supporting characters, and an exciting central character. *GOGO Bus*, already a hit in its domestic market, has a large audience awaiting the newest seasons.

"*GOGO Bus* combines learning and fun in a new and appealing way that has helped it to build a strong audience in a very short time," commented Winsing Animation VP, Echo Gu. "We are looking forward to a very positive response to the new series from the growing fanbase of *GOGO Bus*."



Robot Trains continues European growth

Mondo TV announces major Iberian market developments with broadcast and licensing agreements in Spain and Portugal

Mondo TV has announced a number of important breakthroughs in the Iberian market for animated kids' show Robot Trains in both broadcasting and licensing.

Broadcast highlights include the news that a launch on DTT channel Clan TVE is imminent in Spain, following hard on the heels of the June launch of the show on Portugal's children's cable and satellite channel Canal Panda. TV distribution in Iberia is managed by Mondo TV Iberoamerica, a distributor and producer of audiovisual content operating in Spain, Portugal, Latin America and the Spanish-speaking United States.



Licensing interest is growing fast in both countries following the announcement of the Clan TVE launch, which takes place at the beginning of September. In Spain Panini is already signed to launch a sticker album in January 2019, with other titles to follow, while Comansi, a leader in 3D figurines for children, will launch a figurines range in Q22019 and Gedis will bring Calamity Car and 3D figurine versions of Robot Trains characters to kiosks, starting from BTS 2018.

Bizak is distributing the toy range in Spain on behalf of master toy licensee Silverlit. To date the sell-in of the toy line has gone extremely well and Robot Trains toy distribution is widespread in all main retail outlets. Bizak will support the launch – products will be on shelves in time for the 2018 back to school season – with a strong marketing campaign. Licensing announcements for apparel, board games, activity books, playing cards soap bubbles, wrapping paper and back to school categories are due soon, with outdoor toys and arts and crafts deals expected to follow later in the year.

In Portugal, where Kay, Alf, Duck, Selly and Victor and their friends have been on air since 1 June, a Q4 bed linen deal is planned, along with the announcement of a partner for live events. Existing agreements include deals with Kstationery for back to school and Comansi. Concentra in Portugal will distribute the toy range on behalf of master toy licensee Silverlit. With product on shelves from spring 2019, sell-in is again strong across toy retail.

"Spain and Portugal are key markets for Robot Trains, where we are confident that the show's wonderful cast of characters and engaging, exciting storylines, give it very strong prospects," said Maria Bonaria Fois, MD, Mondo TV Iberoamerica. "And we're planning more announcements very soon. The Robot Trains success story continues!"

Valentina La Macchia, Director of Consumer Products at Mondo TV Group added: "The licensing program for Robot Trains is strong in many markets already and we are enormously excited about the prospects for the Iberian market where the impressive commitment of leading TV channels and powerful marketing support from toy distributors promise an amazing impact for this fantastic show at retail."

These are the latest in a number of major announcements for Robot Trains, an exciting 32 x 11' animated series for children aged between four and seven years set in Train World, where all the citizens are trains – but some can transform into robots! The show, produced by one of South Korea's largest content and marketing companies, CJ E&M, is already a big hit in Korea where it has enjoyed licensing success in toys, publishing, kitchenware, food, back to school, stationery and more.

The first series of Robot Trains already broadcasts on a number of leading free-to-air channels, including Cartoonito in Italy, Gulli in France, Canal Panda in Portugal, Carousel in Russia, Cartoonito UK and Dkids in the Middle East.



Robot Trains continues European growth

Robot Trains was ranked the number one show on Cartoonito UK during launch week, premiering Monday 4 June, and is so far rated the channel's number two series of the year. On the Cartoonito UK website, it has, since 1 June, been the number 2 show page. On Dkids, where it broadcasts in Arabic, Robot Trains season one premiered on 17 June with a double episode. And, of course, the show will be arriving soon on ClanTVE in Spain. More territory announcements are imminent.

Licensing activity for Robot Trains is also strong in a number of territories, where confectionery and snacks, books, puzzles, confectionery decorations, live characters and events, stickers and trading cards, carnival costumes, personal care products and paper handkerchiefs are just some of the items in shops or soon to appear at retail. Master toy licensee Silverlit of Hong Kong is already working with toy distributors Rocco Giocattoli in Italy, Bizak in Spain and Concentra in Portugal.

Julia Gutierrez, Licensing Manager at Mondo TV Iberoamerica said: "We are thrilled to announce the arrival of Robot Trains on Clan TVE, the major TV channel for Kids in Spain from the beginning of September with 32 episodes full of adventure, comedy and action. Thanks to the commitment of Clan to Robot Trains we are able to bring to a new generation of kids a series full of energy and strong environmental values that has been a proven success in many countries across the world."

Licensing Today Worldwide
Online Daily
10 July 2018
Circ: 5,962





LTW Media
Online Daily
12 December 2018
Circ: 5,962

Mondo TV signs first-ever non-TV deal

The Italian content powerhouse makes company history, signing its first ever deal for a non-TV property as local sub-agent for toy brand Feisty Pets



Mondo TV has signed its first-ever deal to represent a non-TV property, taking its first steps into a new licensing arena with toy brand Feisty Pets.

The company will act as licensing sub-agent in Italy and Iberia for Surge Licensing, the global rights holder of William Mark Corp.'s entertainment and toy brand.

It's a major move for the company, explains CEO Matteo Corradi: "For the first time we are approaching the licensing industry with a strong brand not linked to a TV series. This is a new way for our company to do business and we are happy to start working with Surge Licensing on Feisty Pets, as it is proving to be the toy IP model of the future. Feisty Pets success is truly remarkable and Mondo looks forward to building out an exciting licensing campaign in the coming months.





Mondo TV signs first-ever non-TV deal



"In just a year, the Feisty Films' YouTube series' global viewership skyrocketed and has already surpassed 100 million views. This, coupled with robust retail support for the feature plush and collectable plastic figures with massive distribution in our markets, proves it is now time to expand licensed products among all categories in Italy and Iberia"

Feisty Pets are interactive plush toys that transform from friendly to ferocious when squeezed, baring fangs and evil faces. With fans posting and watching Feisty Pets videos in their millions in social media, the brand has grown beyond the plush toy space and into new categories, such as publishing with Scholastic.

"We are thrilled to welcome Mondo TV to the Feisty Pets family," says Surge Licensing's Vice President, Elan Freedman. "Mondo's licensing team is best-in-class and has the perfect amount of Feisty-ness to steward and lead the brand in Italy and Iberia."



MONDO TV ANNOUNCES AMAZING AND INNOVATIVE NEW ROBOT TRAINS AR APP



Free augmented reality app activated by scans from product purchases is a first for Italy.

Mondo TV, one of the largest European producers and distributors of animated content, has announced the launch of an innovative new game app for its highly popular animated kids' show, **Robot Trains**. Using augmented reality to create an immersive customer experience, the app will work alongside product from **Robot Trains** licensees to entertain and excite the fans, raise awareness of the brand and promote the fast-growing selection of **Robot Trains** merchandise.

There is no in-app purchase; the **Robot Trains** app is free. Once they have downloaded the app, kids can soon play two games and experience live interactions with their favourite characters. In this way they can feel like they are next to their heroes on the platform and enjoy the magic of an immersive experience with the brand. Furthermore, a virtual cards collector – where each card matches a specific merchandising category – offers a wide selection of games accessible by purchasing a product. To take part in new game sessions players unlock cards by simply scanning the product packaging.

But that's not all. Mondo has gone even further – incorporating 3D recognition into the app's features. This activates the physical product in 3D, which then, with the help of AR, allows kids to feel like part of the real action.



MONDO TV ANNOUNCES AMAZING AND INNOVATIVE NEW ROBOT TRAINS AR APP

Silvia D'Archivio, heading Marketing Communication at Mondo TV Group, says: "A few years ago, content was king. Today, I'd suggest, "Experience is king". With that in mind – and paying close attention to emerging trends in digital innovation – we have been looking for a bridge between physical interaction and digital engagement. Now, thanks to a collaboration with Bitbuu, the company that has developed the Robot trains AR app, Mondo TV is able to pioneer new possibilities for imaginative play, giving fans a personalized experience with their favourite characters."

Fans are not the only beneficiaries of the new app, of course. The entire operation was very much designed to support Robot Trains licensees, who have shown their belief in the brand and who consistently work in synergy with Mondo TV and its aims.

This is a first for the Italian licensing market. While some international giants have pioneered promotions using AR apps, to date there have been no competitive brands in Italy aiming to associate physical product with immersive reality in order to offer customers a new experience with a brand. With the arrival of the Mondo Robot Trains app, that has now changed.

The app becomes widely available in March, when it will be supported by a major media campaign, with strong input from Cartoonito in Italy, where the season 2 premieres started on 11 February. Coinciding with the new series' launch, the channel is rolling out an extraordinary promotional strategy, both on-air and off-air.

At the same time, two preview episodes have also been made available online on the dedicated Robot Trains web page hosted on the Cartoonito website (www.cartoonito.it/serie-tv/robot-trains). Visiting fans have been able to have even more fun with interactive contents including a game set in Mountainland World, one of the settings for the show.

This is a carefully planned strategy that not only allows Mondo TV to gain strong visibility but also makes the most of a strategic multichannel approach in which Mondo leverages different key assets: TV, the website, the Robot Trains AR app and much more.

Robot Trains is an exciting animated series for children aged between four and seven years set in Train World, where all the citizens are trains – but some can transform into robots!



MONDO TV ANNOUNCES AMAZING AND INNOVATIVE NEW ROBOT TRAINS AR APP

Robot Trains is produced by **CJ E&M**, Asia's leading content and media company. It is distributed and licensed by **Mondo TV** in a number of territories across Europe, including Italy, Spain and Portugal, the Middle East and the Pacific region. Mondo is not only distributing and licensing the first season (32 x 11) and second season (52 x 11) of Robot Trains in all these territories but has also partnered with CJ E&M to co-produce series two.

The first series of **Robot Trains** already broadcasts on a number of leading free-to-air channels, including Cartoonito in Italy and Gulli in France, Carousel in Russia, Dkids in the Middle East, Cartoonito UK, Clan TVE in Spain and Canal Panda in Portugal. Following the airing of season two on Gulli and Carousel – other than Cartoonito in Italy – in mid-February more territory announcements are imminent.

Licensing activity for **Robot Trains** is also strong in a number of territories, where toys, confectionery and snacks, books, puzzles, confectionery decorations, live characters and events, stickers and trading cards, carnival costumes, personal care products and paper handkerchiefs are just some of the items in shops or soon to appear at retail.

Valentina La Macchia, Mondo TV Licensing Director, says: "We are very enthusiastic about this initiative and, based on the interest shown by our partners, we have high expectations. Today it is important to support the sell-out of the products and with this app we can do it in an innovative and original way".

BM E-News
Online Weekly
22 February 2019
Circ: 30,000



INNOVATIVE NEW SCI- FI DRAMA 2050 ANNOUNCED AS FINALIST AT PITCH COPRO SERIES



*Groundbreaking new series co-produced by Mondo
TV Iberoamerica, VIP 2000 TV and Casablanca
selected for international pitching session at major TV
networking event*



Conecta FICTION, the major international meeting place at which creativity, financing and co-production of television content take centre stage, is back! And so is **Pitch Copro Series**, the special event that highlights international co-production projects of TV series or mini-series, which this year received 117 entries from 13 different countries.

Mundo TV Iberoamerica is proud to announce that, along with co-producers **VIP 2000 TV** and major Brazilian production and post-production company **Casablanca**, it has been selected among the finalists at Pitch Copro for the groundbreaking adult sci-fi/drama series **2050**.

2050 will be presented on Tuesday, 18 June, during the pitching session in front of many leading delegates at the event from America and Europe – including producers, TV channels and potential partners and investors. And **TVE** – Spain's national state-owned public-service television broadcaster – will fund the development of at least one of the selected scripted projects.

2050 is an exciting and visually stylized series about a post-apocalyptic near future where all emotions are controlled by an implanted microchip called the Limbus. Originally created in an attempt to alleviate the mass suffering of a time called The War, the microchip now gives the government absolute control over its people; only a tiny elite is allowed to 'feel'. But a small group of revolutionaries discovers a way to beat the Limbus – by reaching into the past and rediscovering a world created by geniuses whose work has influenced humanity down the centuries. The world of Shakespeare, Homer and Dante. The world of the great literary classics. A virtual world that could inspire a new reality. Can the works of these now-suppressed giants free humanity from its technological prison? For the people of 2050, freedom in the future lies in the now illegal art of the past.

2050 is a project with huge crossover media potential – from TV and online media to licensing and video game development – that will entertain large audiences all over the world. The edgy and futuristic content is combined with the romanticism of classical literature – all served with a dystopian twist and a strong international cast of characters, including lead actress **Clara Alvarado**, from the hit series '**La Casa de Papel** – Money Heist'.

Now in its third year, **Conecta FICTION** is the first international event dedicated exclusively to the co-production of fiction series for television between America and Europe.



The third edition of **Conecta FICTION** will be held in Pamplona-Iruña, Navarra (Spain), from 17-20 June, 2019 with the support of the Government of Navarra through SODENA (Sociedad de desarrollo de Navarra, a regional investment group), the Navarra Film Commission, and the SGAE Foundation (a group working with authors and publishers for the protection of their rights), and with the collaboration of Baluarte Auditorium and Congress Centre, and Clavna, (Cluster Audiovisual de Navarra, a non-profit organization supporting the audiovisual sector). The design and production of the event are by Inside Content.

Conecta FICTION offers a programme with four main activities:

- One-to-one meetings in The Fiction Box, a space specially designed for holding meetings.
- Conferences and workshops as well as panels and case studies.
- Pitching sessions for television projects: Pitch Copro Series, Pitch Digiseries, Pitch Fundación SGAE, Pitch Clips and Branded Content Contest.
- Series and mini-series screenings at night.

Maria Bonaria Fois, CEO at Mondo TV Iberoamerica, stated: *"Mondo TV Iberoamerica is continuing to diversify its offer while still focusing on innovative ideas. We are thrilled to be partnering with VIP 2000 TV and Casablanca for the series 2050, a show that we believe will soon conquer audiences around the world. Being selected by the editorial committee at Conecta Fiction is an honour and a great opportunity for this innovative and highly original project."*

Roxana Rotundo, CEO of VIP 2000 TV, added: *"In a fast-changing industry, our company cannot sit still. Creating original content that can differentiate our offering is essential – and 2050 does exactly that. 2050 is a perfect mix of drama, thriller and science fiction that we believe will bring audiences of all ages together. To be chosen among so many important projects at Conecta Fiction is a great vote of confidence in a project that is both innovative and exciting. I believe that, with both Casablanca and Mondo TV Iberoamerica alongside us, we have the ideal partners for this brilliant concept to make it an international success."*

Brands Magazine
Online Weekly
12 June 2019
Circ: 30,000



MONDO IN LAS VEGAS

At this year's Las Vegas Licensing Expo (4-6 June) Mondo TV will again show why it is one of the largest European producers and distributors of animated content. But it will also underline its massive success in recent years as a co-producer and a maker of live-action programming, as well as a licensor – a role that now includes third-party representation for one of the biggest plush hits of the last decade.

Visitors to stand C204 at the Expo will have a lot to see and talk about – and in particular six properties making waves – or soon to arrive – in a number of markets: Feisty Pets, YooHoo, MeteoHeroes, Robot Trains, Invention Story and Heidi Bienvenida.

Feisty Pets are interactive plush toys – with a difference. They look cuddly and cute but transform when squeezed, losing their pleasant expressions and displaying fangs, sarcastic grins or funny faces.

This simple but skilfully executed concept has been a massive hit online, in the media and at retail; the line, now totalling some 80 characters, has sold in the millions. The brand already has a global master toy partner (Jazwares) and a master English language publisher (Scholastic). Lifestyle-based consumer products will follow. Mondo's first representation of a

non-broadcast property in the Italian and Iberian markets has been a major success, bringing the content giant together with a true phenomenon that is expected to replicate its online and plush success in licensing.

In Italy the toys will be distributed by Giochi Preziosi, with which Mondo TV is working closely to build a solid retail sales strategy planned for autumn 2019, when the plush line will be placed throughout the market. Mondo has already signed up Publievent, highly regarded in the Italian market for the organisation of live events, to produce Feisty Pets-themed shopping mall events. Clementoni for innovative puzzles that cleverly adapt the dual personality concept behind the toys, and Edicart for original and highly entertaining humorous books.

YooHoo to the Rescue is the first-ever Netflix Original Series from co-producers Mondo TV and Aurora World. It became available worldwide from 15 March 2019 exclusively on the Netflix platform as a Netflix Original Series. From April and May this year it has been shown on free-to-air channels in Italy, Russia, Poland, Spain and Portugal. It is also a major licensing prospect.

This new 3D CGI 52 x 11' children's series is based on the globally successful line of Aurora World plush toys, more than 80 million of which have been sold since the worldwide launch of the line in 2007. It's a funny, exciting and beautifully designed animated series with strong environmental themes, in which YooHoo and his friends, Pamme, Roodee, Chewoo and Lemmee, travel from their home in YooTopia to Earth to confront threats to nature and wildlife and meet many different endangered animal species.

The YooHoo brand has attracted strong international licensee interest in such areas as baby care products, fragrance, bath and body products from Nuvita, and stickers and trading cards from Panini. Many important categories are also covered through domestic deals, notably an Italian



agreement with Mondadori, which will launch its first title, the YooHoopedia, in Italy in autumn 2019. Plush is, of course, directly managed by Aurora. A refresh of the popular line based on the new characters that YooHoo to the Rescue brings to screens is taking place across all markets; there will also be a plastic toy line.

Mondo TV will preview a major new property at Las Vegas. **MeteoHeroes** is a Mondo TV co-production with MOPI (Meteo Operations Italia – better known to the public as the Epson Expert). Scheduled to launch in autumn 2020, this animated comedy-adventure will consist of 52 episodes of seven minutes each.

MeteoHeroes is about six kids – Fulmen, Nix, Nubes, Pluvia, Thermo and Ventum – who discover that they can control the weather. Each one has a different superpower, connected with a different weather phenomenon, enhanced by special gadgets and costumes. Working with a group of meteorological experts, they find out how to use their powers to help the Earth – while also learning about friend-



ship, cooperation and diversity as they work together. The combination of great characters, gadgets, science, comedy, adventure and such topical themes as climate change and energy



Total Licensing Magazine
Print & Online
Summer 2019
Circ: 84,000
(Total of Print & Online)

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TOTAL LICENSING

Summer 2019

saving is expected to inspire a strong licensing programme. MondoTV plans to sign up key partners in order to ensure that the series has worldwide reach both in terms of media distribution and in terms of licensing and merchandising. The Giunti publishing house already has an exclusive publishing agreement for Italy. The global master toy partner is a major target and one that will be a strong focus for Mondo at the Las Vegas event.

Licensing activity for **Robot Trains**, the exciting animated series for children aged between three and five,



is strong in a number of territories, where toys from Silverlit, confectionery and snacks, books, puzzles, live characters and events, stickers and trading cards, collectible 3D figurines, carnival costumes, personal care products and paper handkerchiefs are just some of the items in shops or soon to appear at retail. There's even an amazing augmented reality app, launched this year, through which players can access a wide selection of games by purchasing a product and scanning its packaging. And the digital innovations don't end there: an educational app based on season two of the show will



soon be released by Tap Tap Tales in North America and Europe. With the second season of Robot Trains bringing new characters and new themes, this thrilling tale of a brave group of friends who transform from trains to robots to protect their home and its vital energy supplies is expected to expand its licensing appeal. Co-produced by Mondo and South Korean content and media giant CJ E&M, season two (52 x 11') premiered in France on Gulli on 5 November 2018 and is now on air in Italy on Cartoonito (where it has become the channel's second-best-performing show), Karusel in Russia and Canal Panda in Portugal. Its most recent launch, however, has been in Spain, on Clan, where season two of Robot Trains launched on 22 April at 6pm – a primetime slot – with two episodes. A number of other territories will be following this year.



Demand for season one (32 x 11') remains strong, with a number of European, Middle Eastern and Asian broadcasters now showing the first series of Robot Trains.

Invention Story (104 x 11') is the tale of Kit, an intelligent, thoughtful and creative fox who, in each episode, comes up with an amazing new invention. There are engrossing plots, conflicts and rivalries, as well as funny and engaging characters – but Invention Story also encourages its young audience to have a creative approach to problems. Visitors to the Mondo TV stand can hear more about the enormous potential of Invention Story across both play and learning-related licensed product. Co-producers Henan York Animation and Mondo TV are certainly convinced and are looking forward to the show launch's on



CCTV, China's leading broadcaster, on 1 July.

Mondo's first-ever live-action show **Heidi, Bienvenida a Casa** (60 x 45'), produced by Mondo TV Iberoafrica along with Alianzas Producciones, has enjoyed great success in Latin America on Nickelodeon and is now showing strong potential in the European market – for both licensees and broadcasters – thanks to launches in Russia, Italy and, most recently, on Disney Channel Spain. The adventures of a happy, carefree girl who leaves her beloved mountain home to live in the big city has inspired a strong licensing campaign embracing stickers, events, book publishing, magazines, confectionery, personal care items and a soundtrack CD. A feature film and the arrival this year of a second season of Heidi Bienvenida – Heidi Bienvenida al Show – will further boost Heidi's popularity on TV, online and at retail among tweens and teens in many territories.

Commenting, Valentina La Macchia, Licensing Director, Mondo TV, said, "MondoTV has even more to offer this year in terms of content and properties at Licensing Expo, not just through our productions and co-productions but – for the first time – through an internationally successful plush brand. And of course Licensing Expo will offer us the chance to finalize a number of other important collaborations that will further enhance our license portfolio. We are incredibly excited about our stronger-than-ever licensing capability and are sure that visitors to stand C204 will be excited too."

**Total Licensing Magazine
Print & Online
Summer 2019
Circ: 84,000
(Total of Print & Online)**

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Mondo TV Iberoamérica alcanza un acuerdo de coproducción con RTVE



Mondo TV ha anunciado un acuerdo con la televisión pública española para la coproducción de la segunda temporada de la serie de animación Bat Pat.

Mondo TV Iberoamérica, del grupo italiano **Mondo TV**, ha anunciado la firma de un contrato de coproducción con la Corporación de Radio y Televisión Española (RTVE), para la segunda temporada de la serie animada de entretenimiento para niños **Bat Pat**, una serie de animación en 2D coproducida por la compañía italiana Atlantyca Entertainment. La subsidiaria Mondo TV Producciones Canarias es la responsable de la preproducción de la serie, mientras que Mondo TV es quien se encarga de la animación. Según el acuerdo, Mondo TV Producciones Canarias ha asignado el 9,22% de su IP a RTVE, que contará con los derechos exclusivos de reproducción en el territorio español.

Maria Bonaria, CEO de Mondo TV Iberoamérica, ha señalado que “este acuerdo representa un importante nuevo escenario para nuestra compañía: la primera coproducción con RTVE. El acuerdo pone en relieve, otra vez, el crecimiento de nuestra subsidiaria en las Islas Canarias y la calidad de su trabajo. Estamos encantados de haber podido anunciar este acuerdo”. La serie de animación que coproducirán ambas compañías cuenta la historia de Bat Pat, un murciélago parlante, y sus amigos, los hermanos Silver, que resuelven misterios mientras se cruzan con criaturas de la noche en la pequeña ciudad de Fogville.



Mondo TV Takes *The Gruffalo* to New Places

Magic Light Pictures has appointed Mondo TV, a top European producer and distributor of animated content, to serve as licensing agent for the classic Julia Donaldson/Axel Scheffler creation *The Gruffalo* in Italy, Spain and Portugal.

Now celebrating 20 years, *The Gruffalo*, which tells the tale of how a tiny mouse outwits a creature set on eating him, has sold more than 24 million copies in 78 languages. The brand has inspired film and television adaptations, stage shows and multi-format publications.

With more than 70 licensees around the globe, DTR relationships and a robust presence at retail, *The Gruffalo* has won five licensing awards and more than 30 nominations.

These three key European markets will offer a plethora of opportunities for Mondo TV, particularly in areas such as toys, apparel, gifting, homewares, food and digital products.

Mondo TV will pursue promotional initiatives and brand partnerships, which have proven to be successful for *The Gruffalo* in other markets.

"*The Gruffalo* has grown significantly in European markets over the past few years, particularly led by Germany," says

Daryl Shute, brand director, Magic Light. "We are really happy to be working with Mondo TV to continue widening the reach of licensing and merchandising across Italy, Spain and Portugal. It's exciting to bring the brand to new families, and we look forward to developing this partnership with Mondo TV."

"The portfolio of Julia Donaldson and Axel Scheffler creations is one of the strongest on the market, and *The Gruffalo*, in particular, is a modern classic and a must in the library of every child," says Valentina La Macchia, chief executive officer, Mondo TV. "We're delighted to be representing this wonderful property, and we are thrilled to be working with Magic Light Pictures in the construction of a successful licensing programme."

Mondo TV also represents the plush sensation Feisty Pets in the Italian market. Both Feisty Pets and *The Gruffalo* will be showcased at stand B161.



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licensing news

Rainbow signs Gorjuss deal with Santoro



The family entertainment specialist has added to its impressive brand portfolio by acting as licensing representative for Santoro's Gorjuss collection across Italy, France and Turkey. Talks are also underway across various other categories, including toy, food and household goods.

'We are so excited to represent a great lifestyle brand like Gorjuss, which so perfectly fits our portfolio and DNA as a company,' says Rainbow Group's SVP,

Licensing and Acquisitions Cristiana Buzzelli.

Gifts Today Magazine
Print & Online
November/December 2017
Circ: 7,090 (Print)



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ANIMATION FLASH

The Latest Headlines From Animation World Network



Animation World Network
Online Daily
16 March 2018
Circ: 102,000

Netflix Adapts 'Winx Club' to Live Action

Streaming service looks to build on the success of animated versions of the show about a group of fairies at a magical boarding school.



Netflix will adapt Rainbow Group's animated hit 'Winx Club' into a live-action young-adult series.

Netflix is bringing the popular Italian animated franchise *Winx Club* to its members around the world in a new, live-action young-adult series. For the first time the popular six fairies will turn into real teenagers learning to hone their powers while living together in a magic boarding school.

Winx Club was created and produced in Italy in 2004 by Iginio Straffi, founder and CEO of [Rainbow Group](#). After its launch, it has become one of the most successful animated series on a global level and one of the first Italian series to be sold in the U.S.

In 2016, Netflix globally and exclusively released two seasons of *World of Winx*, a spinoff from the successful *Winx Club*, which has been popular with audiences around the world.

"*Winx* is a global phenomenon and through this exciting series we are thrilled to reinforce our relationship with Rainbow and to develop the next chapter of *Winx*," says Erik Barmack, VP of international originals at Netflix. "The famous fairies will grow up with their audience and will explore complex themes as real-life teenage super heroines in a live action show."

"We are very pleased that our successful collaboration with Netflix continues with ever more ambitious projects," says Straffi. "Netflix's young-adult series have touched a chord with audiences around the world and we are looking forward to seeing the *Winx* fairies in this new, exciting, live-action adaptation."



Rainbow names Rick Mischel as new CEO for Bardel Entertainment



**Animation Digital Digest
Online Daily
12 July 2018
Circ: 60,000**

Rainbow, the content company renowned throughout the world for its animated and multimedia productions, has announced the appointment of Rick Mischel as new CEO for Bardel Entertainment, leading animation services provider in North America.

Rick Mischel is a renowned industry professional, with a strong background that includes executive positions at some of the world's best-known companies in animation, games and family entertainment.

As the new CEO of Bardel Entertainment, Rick Mischel will build on the company's strong reputation for quality, creativity, and innovation to develop a new business strategy by exploring new opportunities.

His industry background makes him uniquely qualified to bring forward the work of the company's visionary founders Delna Bhesania and Barry Ward, who are stepping away this year, and the ideal candidate to build on Bardel's firm foundation of success.

In the 30 years since its founding, Bardel Entertainment has become not only a leading company in its field and one of the leading animation service providers in North America but also a multiple award-winner and a byword for quality.

With its acquisition in 2015 by Rainbow, Bardel is now poised to make an even greater impact on the fast-growing and highly competitive animated television and feature film market, and Rick Mischel is perfectly positioned to lead the company's supremely talented team to even greater successes.

Rick Mischel's experience, encompassing business, creative and technical areas of animation and production, puts him in an ideal position to take this strategically important Rainbow company to the next level.

Mischel comes to Bardel from Sony Pictures Animation, where he served as a Producer Leading SPA's initiative to develop existing intellectual property across all media, as well as securing new projects for feature film development.

Prior to SPA, he was Executive Vice President of Technicolor, leading the Business Unit that specialized in the creation of digital assets for the games and the animation industry, as well as managing the joint venture with Dreamworks Animation in India.

"This is an exciting opportunity to lead a group of gifted animation artists with a proven track record of delivering the highest quality animation for some of the biggest intellectual properties in television and film," comments Rick Mischel.

Rainbow Group was founded in 1995 by Iginio Straffi, still President and Chief Executive Officer, and gained a worldwide reputation thanks to the extraordinary success of the Winx Club fairies brand.





Kidscreen
Online Daily
17 January 2019
Circ: 13,000

Rainbow inks 44 Cats licensing deal with Artsana

The Italian prodco has appointed Artsana to develop a line of infant educational toys based on its preschool series *44 Cats*.

Italian prodco Rainbow has signed a licensing deal with holistic lifestyle company Artsana Group for its preschool property *44 Cats*. The agreement will see Artsana produce a range of licensed educational toys for infants, as well as a nursing line under the company's Chicco brand, the largest infant brand in Europe. Apparel and accessories collections by Prenatal and Chicco are also included in the deal.

Products are expected to hit retail shelves later this year and will be supported by a joint marketing campaign by Rainbow and Artsana, which is also based in Italy.

Developed in collaboration with Antoniano Bologna and Rai Kids (Rai Ragazzi), *44 Cats* is a 52 x 13-minute CG-animated series starring the Buffycats—an all-feline music band that solves everyday problems. It is the first project Rainbow has worked on with Canadian animation service company Bardel, which it **acquired** in 2015. The series bowed last November on Italian free-to-air kids channel Rai YoYo and has since been snapped up by Nickelodeon (worldwide), Super RTL (Germany), Discovery Kids (Latin America), Carousel (Russia) and France Télévisions (France).

Previously signed licensing partners include Discovery Kids for exclusive L&M rights in LatAm (excluding master toy), and Hong Kong-based Toys Plus, which is gearing up to **launch** a range of toys including figurines, playsets and musical toys globally this fall. Simba Dickie Group has also been tapped as the line's exclusive distributor in Europe and the Middle East.



RAINBOW OPENS THE CELEBRATIONS FOR 15 MEMORABLE YEARS OF WINX CLUB



Major broadcasters celebrated the anniversary with special TV marathons.

January 28th marked the official opening of the celebrations for the 15th anniversary of **Winx Club**, one of the world's best-loved and magical brands for girls. The fairy property, born out of the creativity and talent of Founder and CEO **Iginio Straffi**, first debuted on the Italian TV screens on January 28, 2004 on Rai 2, and has since then evolved and reinvented itself over the years, responding to the ever changing trends of market and often anticipating new styles, to become one of the most followed TV shows that captivates millions of fans from the five continents.

Winx Club's 15th anniversary offers **Rainbow** a fantastic opportunity to celebrate the extraordinary success of the brand with fans, engaging in a special series of dedicated initiatives throughout 2019.



For the occasion, TV leading networks all over the world are launching special initiatives for fans, starting from Italian broadcaster Rai Ragazzi, ready to unveil an exclusive anticipation of **Winx Club 8**, the next chapter of the saga that will hit screens in spring 2019. The highly anticipated new series is a mind-blowing adventure starring the fairies in a thrilling new transformation, also with the return of their most popular ones like Enchantix, Syrenix and Butterflix.

Long-time prestigious partner **Nickelodeon International** will join Rainbow's celebrations as well, with a season 7 marathon aired throughout January 28th on its ex-US channels and platforms across 170+ countries and territories.

And the magic doesn't end here. After premiering at Lucca Comics and Games 2018, the special exhibition **15 Years of Magix** opened on January 26th at the special venue of Milan's **WOW Spazio Fumetto**, museum of comics, and will run until May 12th to tour Europe for the rest of the year. Starting from Mr. Straffi's first sketches, and all the way up to 3D animation, stories, curiosities, unpublished material, news and interactive activities, the exhibit guides fans and enthusiasts through the Magic Dimension of the fairy team made up of Bloom, Stella, Flora, Aisha, Musa and Tecna, the super heroines that have established **Rainbow** as Italy's animation pride growing up together with millions of girls worldwide, spreading magic and positive values such as friendship, altruism and commitment and reaching the distribution in over 100 countries through 8 TV series, 2 series in co-production with Netflix, 3 feature films and uncountable live shows and International musicals.

These are just some of the exclusive events and partnerships that will engage **Rainbow** and fans throughout this special year, dense of exciting new projects and prospects for Rainbow and its brands.



Monster plans for Godzilla

Japanese licensor Toho appoints independent licensing company Rocket Licensing to represent the world-famous Godzilla brand in the UK and Ireland

With two new films due - Godzilla: King of the Monsters scheduled for 2019 and Godzilla vs Kong (tentative title) in 2020 - one of the world's most popular film monsters is getting appropriately gargantuan exposure in the next two years. The upcoming powerful 2019 blockbuster from Warner Bros and Legendary features an all-star cast including Stranger Things' Millie Bobby Brown, as well as stunning special effects. Both Rocket and Toho expect demand for licensed product to be higher than ever as they prepare to celebrate an impressive 65 years of terror and mayhem in 2019, and are planning accordingly across a number of categories.



Target categories for licensed product include apparel, accessories, homewares, toys, novelties and gifts, publishing, stationery/social stationery, and games and puzzles. With both classic and new movie appeal, the core target market for the brand is expected to be adult men and boys age 6-18. There is also likely to be a strong secondary market for parents, gift buyers and adult women.

Godzilla began as a Jurassic creature evolving from sea reptile to terrestrial beast, awakened by mankind's thermonuclear tests in the inaugural film. Over time the franchise itself has evolved, as Godzilla, and the other creatures from the Godzilla films, have become a metaphor for social commentary in the real world. The characters are no longer mere entertainment icons but embody emotions and social problems of the times.

Godzilla first appeared in Toho's Godzilla (1954), a classic monster movie widely regarded as a masterpiece. Toho's work launched a monster franchise that has expanded over 64 years with more than 30 films. The line of original movies continues up to the controversial Shin Godzilla (2016), and the following year, Toho launched its first animated production currently streaming on Netflix.

Godzilla has become a globally recognized icon, finding its way into worldwide pop culture and influencing many creative minds. The character has been adapted via numerous international motion pictures, including TriStar Pictures' Godzilla (1998) directed by Roland Emmerich (Independence Day) and Warner Bros. and Legendary's Godzilla (2014) directed by Gareth Edwards (Rogue One), re-introducing the character to a new generation and global audience. Godzilla continues to stomp through popular culture with Godzilla: King of the Monsters directed by Michael Dougherty (Krampus) to be released in May 2019, and Godzilla vs Kong (tentative title) planned in 2020.

A retail phenomenon since its first inception, Godzilla has inspired numerous tributes from the worlds of film, gaming, literature and art. Today Godzilla, stars in numerous video games, novels, comic books and television shows. It was the first international fictional character to have its name embedded in the Hollywood Walk of Fame and has inspired its very own store in Tokyo, along with numerous licensed products.

The mutant dinosaur's size, fearsome look and capacity for large-scale destruction have made it a massive favourite round the world and a very different type of film hero. Visitors to the Rocket stand (B5) at BLE will have the opportunity to learn more about a licensing programme that - like Godzilla - promises to shake things up a bit.

Charlie Donaldson, Joint Managing Director of Rocket Licensing, says: 'With the arrival of the fantastic new Godzilla film in 2019 and the launch of the animated trilogy on Netflix, awareness of the property is sky-high and growing among fans old and new. The time is undoubtedly right for a new licensing campaign in the UK, and we are delighted to be showcasing the brand at this year's BLE!'





The Very Hungry Caterpillar partners with JoJo Maman Bébé



CWB
Online Weekly
3 May 2019
Circ: 2,200

Rocket Licensing, the licensing agent for Eric Carle's The Very Hungry Caterpillar in the UK and Eire, has a major direct to retail licensing agreement with boutique mother and baby brand, **JoJo Maman Bébé**.

The first-ever **JoJo Maman Bébé** and The Very Hungry Caterpillar apparel range caters for 0 to 6 years. It is available in more than 90 JoJo Maman Bébé stores nationwide and online from today (1 May 2019). It will also be sold in JoJo Maman Bébé's US stores and online in the US from the 13 May.

The five-piece range comprises a T-shirt, romper, a leggings and T-shirt set and two sleepsuits.

Design highlights include JoJo's signature stripes with a bold Very Hungry Caterpillar on a T-shirt. The Very Hungry Caterpillar romper features bright and bold lettering and a red apple on classic Breton stripes. Elsewhere, one of the sleepsuits features 'Tiny and Very Hungry' lettering while the other has colourful, fruit embroidery.

PR and marketing initiatives will support the new collection, including a social influencer campaign and social media competitions.

This major agreement is an important part of The Very Hungry Caterpillar's 50th anniversary celebrations. This includes multiple licensees coming to retail this year in areas including toiletries, jewellery, backpacks, personalised gifts and educational sets.

Furthermore, these new additions join a raft of established licensees launching new ranges for the anniversary. The Very Hungry Caterpillar publisher Puffin is also planning to publish six new books in this anniversary year, including a gold 50th anniversary edition.





The Very Hungry Caterpillar partners with JoJo Maman Bébé



CWB
Online Weekly
3 May 2019
Circ: 2,200

Commenting is Mel Brown, design director at JoJo Maman Bébé. "As one of the first books many children are introduced to, and a character loved by all ages, The Very Hungry Caterpillar is a perfect inspiration for children's apparel. We're delighted to have the chance to bring The Very Hungry Caterpillar to both our clothing ranges and our stores."

Rob Wijeratna, joint managing director of Rocket Licensing, adds: "JoJo Maman Bébé, a leading mother and baby brand and a design innovator, has brilliantly adapted The Very Hungry Caterpillar to a stylish, witty and appealing range of children's apparel. I'm sure that young kids – and their parents – will find this range irresistible."

Founded in 1993 by Laura Tenison MBE, JoJo Maman Bébé is a leading UK mother and baby multi-channel boutique brand. It designs and retails clothing and products for pregnant women and families with young children.



New licensees as Hungry Caterpillar turns 50

News - Children Tuesday, 05 March 2019



Busy marketing activity for birthday of Eric Carle's character

Rocket Licensing, the licensing agent for Eric Carle's *The Very Hungry Caterpillar* in the UK and Republic of Ireland, has announced a "raft" of new licensees for the character, 50 years old this year. Eric Carle's books are published by Puffin.

The new licensees include natural family skincare specialist Bloom & Blossom as well as Licensed to Charm, a creator of charms and jewellery. There will be a *Very Hungry Caterpillar* backpack from William Lamb for Character.com, and a range of personalised gifts from Signature PG. Already launched are butterfly and insect sets from educational product company Insect Lore, and a playnest from Galt.

Rainbow Designs recently launched a collection of infant toys, and Dennicci's new babywear collection will be available in branches of Sainsbury's from May. There will be new products in areas including dress-up, gardening products and social stationery.

Puffin is planning six new titles this year, as well as promotions including *Very Hungry Birthday Parties*. A live show begins touring in May.

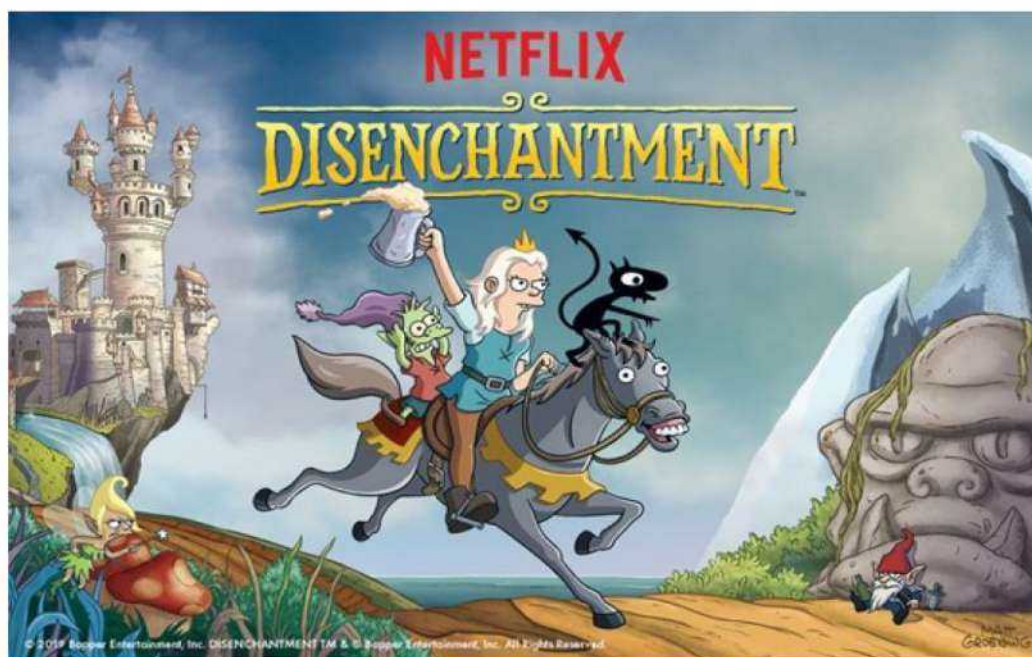
Worldwide book sales of *The Very Hungry Caterpillar* titles are in excess of 50 million copies.

BookBrunch
Online Daily
5 March 2019
Circ: 5,000



ROCKET LICENSING TO REP 'DISENCHANTMENT' IN U.K.

Bapper Entertainment has appointed Rocket Licensing to manage licensing for the animated series "Disenchantment" in the U.K. and Ireland.



Bapper Entertainment has appointed Rocket Licensing to manage licensing for the animated series "Disenchantment" in the U.K. and Ireland.

The animated series from Matt Groening, now streaming on Netflix, follows the adventures of an oddball trio—a hard-drinking princess named Bean, her companion Elfo and her personal demon Luci.

Rocket Licensing will help develop a licensing program that will include apparel, accessories and collectibles for adults. Rocket's initial partner focus will be on entertainment retail, and the first rollout of product into retail will be supported by a social media campaign and product previews at events such as Comic Con London.

Potential product categories include apparel, gifting and homewares, social stationery, food and beverage, collectibles, accessories (and electronic accessories) and toys and games.

"Matt Groening's new series streaming on Netflix is characteristically clever and funny but also unique," says Rob Wijeratna, joint managing director, Rocket Licensing. "This brilliant and multi-faceted new series has already proven to have enormous appeal to a fast-growing audience, and with long-term scheduling keeping awareness high, 'Disenchantment' will no doubt enchant retailers and licensees too."

Bioworld is set to launch the first "Disenchantment" curated t-shirt line for the U.S. via Coalition Supply at Amazon.com in March, and Funko and Kidrobot have partnered for collectibles and gifts.

"Disenchantment" launched on Netflix in August 2018 with 20 episodes available in 27 languages. Netflix has ordered a second full season of the series.



Further partners sign up for The Elf on the Shelf



LicensingSource.net
Online Daily
23 May 2019
Circ: 10,000

Danilo, Kimm & Miller, Dennicci, Smiffys among new partners for brand.

Rocket Licensing is continuing to add partners and product for the fast growing The Elf on the Shelf property.

The brand – based on the timeless story of Santa’s magical Scout Elves – has enjoyed a surge in UK licensees in the run up to Christmas 2019.

New licensees have been signed across a number of major categories including food gifting, publishing, babywear, dress-up, Christmas crackers and cards, with product hitting retail in Q4.

Latest partners on board include Danilo (greeting cards, gift wrap and bags – including Christmas cards including personalised and sound cards); Kimm & Miller (food gifting); Paul Dennicci (babywear); Smiffys (dress-up); Signature Publishing (one-off magazine); Little Brother Books (2020 annual); and RMS International (Christmas crackers).

“With seven new partners – and more on the way – the number of The Elf on the Shelf licensees has nearly doubled in less than a year,” said Rob Wijeratna, joint md of Rocket Licensing. “This engaging and entertaining property has captured the imagination of kids and families in the UK, just as it did in the US, and is certain to attract even more high-quality partners in the coming months.”

Christa Pitts, founder and co-ceo of The Elf on the Shelf, added: “The news that many more The Elf on the Shelf licensees have come on board in the UK and Ireland, and that existing licensees are developing new product, underlines the enormous international appeal of this magical brand.

“We’re looking forward to welcoming even more partners in the run-up to what promises to be an amazing Christmas for The Elf on the Shelf and its millions of fans.”



Monster licences for Godzilla

Rocket announce new apparel and home textile licenses ahead of launch of Warner Bros Pictures and Legendary Entertainment's *Godzilla: King of the Monsters*

Independent licensing company Rocket Licensing, which represents the world-famous Godzilla brand in the UK and Ireland on behalf of Japanese licensor and brand owner Toho, has announced the signing of three new licenses. The agreements, in the apparel and home textiles categories, are announced as excitement builds in the run-up to the launch of Warner Bros. Pictures and Legendary Entertainment's new blockbuster film, *Godzilla: King of the Monsters*, this May.

Park Agencies, a leading designer and developer of licensed merchandise and apparel, are producing a cool line of adults' and kids' daywear inspired by the new film. Tees and sweats are launching across UK fashion retail, grocery and online this spring. Park Agencies are also set to respond to demand for daywear featuring the ultimate monster brand in several EMEA territories.

A deal has also been inked with leading character nightwear and swimwear supplier **TDP Aykroyds** to bring a range of children's and adult's nightwear and underwear to the market.

Thirdly, **Texco**, an expert in licensed children's designs for home textiles, is currently developing a range of bedding to launch in time for the new movie. Texco is also exploring opportunities for further product ranges to feature towels, cushions, slippers and novelty gowns.

The new product ranges will make use of a comprehensive new style guide that offers bold and distinctive graphics and imagery of Godzilla and the other incredible creatures from Legendary's *Monsterverse* appearing in *Godzilla: King of the Monsters*, as well as the striking logos created for the film.

Both Rocket and Toho expect demand for licensed product to be higher than ever this year as the prehistoric sea monster celebrates 65 years of terror and mayhem. A retail phenomenon ever since its first appearance in 1954, Godzilla has attracted fans all over the world, and inspired numerous tributes from the worlds of film, gaming, literature and art. Target categories for licensed product include toy and novelty, gifting, publishing, games and puzzles, stationery, social stationery, and accessories. The core target market for the brand is expected to be adult men and boys, as well, of course, as fans of the classic movie monster who has had a high profile for decades. There is also likely to be a strong secondary market among parents, gift buyers and adult women.

Rob Wijeratna, Joint Managing Director of Rocket Licensing, says: 'The return of one of the most successful film properties in history has excited both filmgoers and the licensing industry, as the signing of these three major players in their categories proves. 2019 is the 65th year since he first lurched out of the sea and onto our screens, Godzilla is as big – in every sense – as ever!!'





THE BEANO IS LAUNCHING INTO THE POCKET MONEY TOY SPACE WITH RMS INTERNATIONAL

The iconic British kids' brand, Beano is launching into the pocket money toys space, thanks to a new partnership with toy, activity and gift specialist RMS International.

The new range will be aimed at kids, particularly boys, aged six to ten years old and will include a raft of toys closely aligned with the Beano's ethos, spanning pea shooters, slime pots, whoopee cushions and mini water pistols. The range will use graphics inspired by Beano TV's Dennis & Gnasher: Unleashed.

The launch will mark part of tranche of recently detailed activity for the Beano, secured by the brand's UK licensing agency, Rocket Licensing.

A further deal has been secured with craft magazine and craft product specialist Practical Publishing International to create covermounts and crafting patterns within the publisher's range of soft craft magazines.

With wide distribution across high street, grocery, book sellers, independents and online, as well as internationally, Practical Publishing will be developing a series of kits and crafts to launch from summer 2019.

Beano Studios launched in 2016 to drive the brand into new markets while producing entertainment across a range of content including TV, digital and film. Beano is uniquely placed as a brand with global appeal, boasting a licensing list that already includes gifting, dress-up, socks, greeting cards, houseware, novelty toys, jewellery, plush and more.



toynews

Rob Wijeratna, joint managing director of Rocket Licensing, said: "One of the longest-running and most successful children's brands is stronger than ever, and these new deals add to a well-established licensing programme for Beano. We're delighted to welcome these major names on board across some exciting new categories and are looking forward to maximising the potential of this brand further going forward."

Angeles Blanco, director of global licensing at Beano Studios, added: "We're really excited Rocket Licensing are continuing to bolster Beano and Dennis & Gnasher: Unleashed's licensing programme by moving us into these new areas with new partners."

Toy News
Online Daily
8 May 2019
Circ: 7,000

