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Trusted Brands From Leading Advertisers
大手広告主の信頼あるブランド（一例）

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NB: Past & Present Event Partnerships 備考：過去と現在のイベントパートナーシップ

1. Reach out to 86,000 licensing and content industry professionals in 111 countries!
2. Advertisers from 28 countries
3. Industry-sector and region-specific media platforms across web, print, social media and direct email ensures brands and businesses are promoted effectively and are on-message
4. Media partner to major licensing, broadcast, content and consumer product trade fairs around the world helps advertisers' brands are seen by exhibitors and visitors globally
5. Reasonable advertising rates that provide a cost-effective ROI
6. Customized advertising options, from traditional print to exciting digital ideas, to suit a wide range of budgets.
7. Advertisers benefit from the trust that the readership places in Total Licensing as an independent and widely respected media platform delivering global knowledge and resources
8. B2B brand marketing matters - Total Licensing is 100% trade media that has the worldwide reach to licensing and contents business decision makers and influencers - advertisers messages goes exactly where they need to go

1. 111カ国、86,000人のライセンシングおよびコンテンツ業界のビジネスパーソンにリーチできます
2. 世界28カ国の広告主
3. ウェブ、印刷物、SNS、およびダイレクトメールにわたる業種・業態および地域のメディアプラットフォームにより、ブランドとビジネスを効果的に宣伝し、メッセージを伝えることができる
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6. 本来的な印刷物から最新デジタルアイデアまで、幅広い予算に合わせた広告オプション
7. Total Licensingが独立系で幅広い読者層から信頼を得ていることから、広告主はその恩恵を受けることができるグローバルな知識とリソースを提供する、尊敬されるメディアプラットフォームです
8. B2Bブランドマーケティングソリューション：Total Licensingは、ライセンシングとコンテンツビジネスの意思決定者とインフルエンサーに世界的にリーチする100%トレードメディアの出版社であり、広告主のメッセージは、必要なところに正確に届きます

Advert 広告 + Editorial (article) 記事 = Advertorial 記事広告

- An advertorial is an advertisement in a newspaper, magazine, or website that looks like an article in the media it appears
- Advertorials are essentially paid content
- Advertorials are a key method for companies and manufacturers to advertise their products and services in print and digital media.
- Although advertorials do not have the obvious look of ads, they perform the same function as normal advertisements
- 記事広告とは、新聞、雑誌、ウェブサイトなどに掲載される広告のことで、掲載されるメディアは記事のように見えます
- 広告掲載は基本的に有料コンテンツ
- 記事広告は、企業やメーカーが自社の製品やサービスを紙媒体やデジタル媒体で宣伝するための重要な手段です。
- 記事広告は、広告のようなわかりやすい外観ではありませんが、通常の広告と同じ機能を果たします

The Advantages of Advertorials vs Standalone Advertising

記事広告と単体広告の比較によるメリット

- Advertisers can utilize the trustworthiness of the Total Licensing media brand
 - Total Licensing is an excellent platform for brand building
 - Readers can obtain a deeper understanding of a brand and its backstory through the article
 - Easier to gain the readers' attention as they are more likely to read the accompanying article
 - A more effective method for advertisers to curate and deliver their message to audiences
 - Advertorials are more cost-effective than standalone advertising
-
- 広告主はTotal Licensingのメディアブランドとしての信頼性を活用できる
 - Total Licensingは、ブランド構築のための優れたプラットフォームである
 - 読者は記事を通してブランドやその背景をより深く理解することができる
 - 読者が付随する記事を読む可能性が高いため、読者の関心を引きやすい
 - 広告主がメッセージをキュレーションし、視聴者に届けるための、より効果的な方法
 - 広告誌は、単体広告よりも費用対効果が高い

Advertorial Package Example 記事広告のパッケージタイプ (一例)

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Element #1 ・ 内容#1

A4 full colour double page spread
A4全面カラー見開き (2ページ)

Element #2 ・ 内容#2

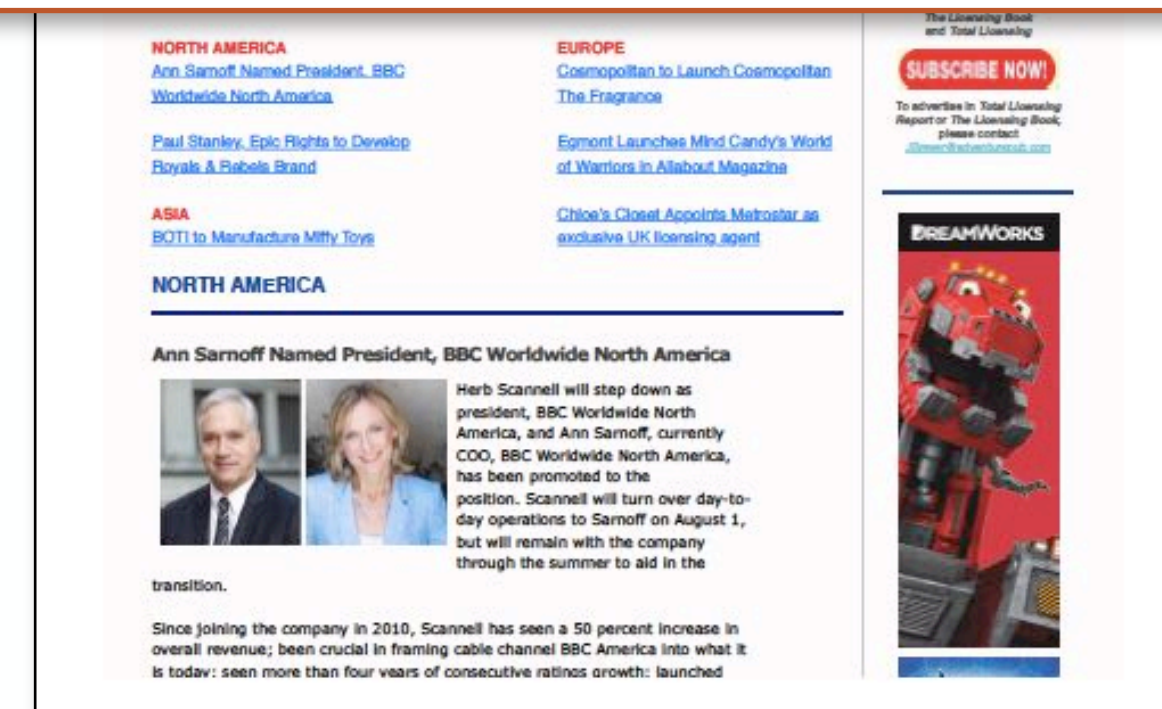
1 page editorial feature
1ページ分の記事

Element #3 ・ 内容#3

Top banner ad in weekly e-news
週刊Eニュースのトップバナー



Over 50% off from standard pricing → from US\$3,200 ・ 通常料金より50%以上OFF → US\$3,200～



Element #1 ・ 内容#1

A4 full colour single page spread
4C1P (1ページ) A4全面カラー



Element #2 ・ 内容#2

1 page editorial feature
1ページ分の記事



Over 50% off from standard pricing → from US\$1,900 ・ 通常料金より50%以上OFF → US\$1,900～



Advertorial Package Pricing

記事広告パッケージ料金

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Package rates average 56.5% less than standard rates ・ パッケージ料金は通常料金より平均56.5%安い

Package Type パッケージタイプ	Package Type 主媒体	Ad Size 広告サイズ	Ad Positioning 広告位置	Editorial Feature 記事	Weekly E-News Top Banner 週刊e-ニュースの トップバナー広告	Standard Pricing 通常料金合計	Package Pricing パッケージ料金
Package A Aパッケージ	Total Licensing Single Issue Either Spring, Summer, Autumn or Winter edition Total Licensing 1回掲載 春号、夏号、秋号、冬号のい ずれか1つ	A4 Colour Double Page 見開き (2ページ) A4全面カラー	Inside Front Cover and Page 3*	1ページ分の記事 1 Page Article	4 editions in the run up to Licensing Expo or Brand Licensing Expo Licensing Expoまたは Brand Licensing Expo開始 まで4回分	US\$9,525 (約¥1,285,000)	US\$4,000 (約¥540,000)
Package B Bパッケージ			Near the Front 表2の近いページ GOOD POSITION!			US\$6,475 (約¥875,000)	US\$3,200 (約¥432,000)
Package C Cパッケージ		A4 Colour Single Page 4C1P (1ページ) A4全面カラー	Next to Editorial Feature 記事の隣ページ		Not available なし	US\$2,850 (約¥385,000)	GREAT VALUE! US\$1,900 (約¥257,000)
Package D Dパッケージ	Total Licensing Two Issues From Spring, Summer, Autumn or Winter edition Total Licensing 2回掲載 春号、夏号、秋号、冬号のい ずれか2つ	Package B x 2 Bパッケージ x 2回	Package B x 2 Bパッケージ x 2回 GOOD POSITION!	Bパッケージ X 2	4 editions each in run up to Licensing Expo and Brand Licensing Europe Licensing ExpoとBrand Licensing Europe開始まで 各4回分	US\$12,950 (約¥1,750,000)	US\$3,200 x 2 = US\$6,400 (約¥864,000) BEST VALUE!
Package E Eパッケージ		Package C x 2 Cパッケージ x 2回	Package C x 2 Cパッケージ x 2回	Cパッケージ X 2 C Package x 2	Not available なし	US\$5,700 (約¥770,000)	US\$1,900 x 2 = US\$3,800 (約¥513,000)

Ref. FX Rate US\$1=JP¥135 as of 4 April 2023 ・ 参考為替レート 2023.4.4 US\$1=¥135

Japanese Character & Fashion Brands Available for Licensing

ASTRO BOY
KIMBA THE WHITE LION
PRINCESS KNIGHT
BLACK JACK

TEZUKA PRODUCTIONS
Yuniko Fukazawa / yuniko_fukazawa@tezuka.co.jp
http://tezukaosamu.net/en/

Mitchiri Neko
Angel Cat & Sugar

TACT COMMUNICATIONS, INC.
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For more information please contact : saeko@tact-com.jp
Tact Communications Co., Ltd. www.tact-com.jp

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For Licensing and Broadcasting Opportunities,
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2019 GWANGJU ACE FAIR
Asia Content & Entertainment Fair in Gwangju
Broadcasting · Animation · Game · Character · Knowledge Information · Content Solutions · Culture Content Licensing
9.26 **Thu** - 29 **Sun** Kimdaejung Convention Center, Gwangju, Korea

The 2019 Asia Content & Entertainment Fair in Gwangju (2019 Gwangju ACE Fair) will take place from September 26 to September 29 at the Kimdaejung Convention Center, located in Gwangju, Republic of Korea. Main exhibition categories include Broadcasting, Animation, Game, Character, Knowledge Information, Content Solutions, and Culture Content Licensing. As Korea's most comprehensive cultural content exhibition, Gwangju ACE Fair continues to expand into industries relating to entertainment and welcomes participation from new and emerging categories. The ACE Fair Secretariat and the Gwangju Information & Culture Industry Promotion Agency (GITCT) have been supporting the growth and development of local companies. For a complete list of companies that are part of the GITCT incubator program, please visit their website at <http://www.gitct.kr/eng/>.

 <p>Fairytale Adventures By Culture Planet</p> <p>There are fairy tales in Story Lane. However the villains always try to interfere with their imagination. Despite this, can the elves send the books safely to the children?</p>	 <p>Animalgum HamaHama by Sangdan Studio</p> <p>The best type of glut-tony! Load and Hoody's gluttony and fitness trainer. Woopy who tries to stop them. Will the heroes meet their goals and escape from the gym?</p>	 <p>Space Bug By Studio W.BABA</p> <p>A space station lost in space. Cricket Hakase and spider Marubo awaken the chironomid Midge from a long sleep. Midge and his friends leave the space station. The insects' space adventure to return to planet Earth begins.</p>
 <p>Mindblowing Breakthroughs By Grafizix</p> <p>Baron Munchausen is a historic showman. His show is a mix of illusions and scientific demonstrations. It portrays a unique discovery that challenges the minds of the audience.</p>	 <p>Jurassic Cops By Studio Button</p> <p>65 million years ago, 5 members of Jurassic Cops locked the Death Varian on the moon. Today, Jurassic Cops in the form of vehicles live on earth. The leader, Dr Joo, appoints Gongchan as a Jurassic Commander.</p>	 <p>Pimpim By Pingo Entertainment</p> <p>Day by day Aram and friends take a trip and make new friends. Whenever they encounter something new they face emotions and learn how to express them through dance and music.</p>
 <p>Roger and Goldi By e-motionbooks Inc</p> <p>Humans and AI - a crossroads of survival and evolution. A journey to find reasons and origins.</p>	 <p>Storm Warriors By Studio Navy Co Ltd</p> <p>Heneul, Hyesong and Eunha try to be the best Dron Battle Fighter player in the world. The friendship and confrontation between three friends is explored.</p>	 <p>Nana's Family By GoldFrame Studios</p> <p>A charming novel story about a genius girl Nana and her cute robot friends.</p>
 <p>Monster Mansion By Xin Animation</p> <p>The tale of Mori and Jiri, the guardians of the mansion who protect the pyramids from Dori and Gulta.</p>	 <p>Bread Barber Shop By Monster Studio</p> <p>The premium bakery in Seoul where bread and desserts compete to be displayed. So the burned and ugly bread can't go onto the display stand.</p>	 <p>Duda & Dada By Eyescream Studio</p> <p>The story of how a young happy go lucky mole, Duda, discovers the world above ground and befriends an explorer, Dada.</p>

Pricing and registration available at www.acefair.or.kr
Please direct all inquiries to the ACE Fair Secretariat (e-mail: os@acefair.or.kr phone: +82-62-611-2247)

Culture Content Exhibition

GWANGJU ACE FAIR 2019

Asia Content & Entertainment Fair in Gwangju

9.26 **Thu** - 29 **Sun**
Kimdaejung Convention Center, Gwangju, Korea
www.acefair.or.kr

 Animation	 Game	 Licensing	 Character
 Broadcasting	 Knowledge Information	 Content Solutions	

Inquiries
ACE Fair Secretariat
Phone +82-62-611-2247(Eng.) +82-62-611-2248(中文) Fax +82-62-611-2245 E-mail os@acefair.or.kr





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TOEI ANIMATION EUROPE SETS THE TONE FOR 2021!

An outstanding celebration milestone, an increasing digital presence, remarkable collaborations and ever more engaging retail events : Toei Animation Europe will be present on all fronts this year.

With over 50 licensees across Europe, Dragon Ball property has never been so hyped ! From toys to fashion, passing by collectible items : Dragon Ball products are everywhere in retail across EMEA. That's why the property will be particularly highlighted in stores. Earlier this year, Panini launched a caps collection in France that got noticed through a strong TV campaign. In May, a collection of girls apparel was designed by a famous French teenagers brand. In June, apparel specialist Animus distributed Dragon Ball Z clothes dedicated to young adults and adults in sports stores Courir. During the same period, Pull & Bear launched its dedicated collection too. More DTR collaborations will be announced throughout the year in France, Spain, Italy, and in the UK. In Germany, Italy and France, hobby stores, where the property is shining bright, will be on the spotlight as well, through an engaging loyalty operation

will be settled end of this year, having fans get the possibility to receive attractive prizes.

On the digital part, a 7 Dragon Ball quest will be organized all along the year across EMEA. This operation will invite people to find the 7 Dragon Balls hidden on retailers websites.

2021 is a special year for One Piece, as the property is about to celebrate the release of the 100th manga volume and especially the broadcast of the 1000th episode in Q4 ! With over 33K manga sold across Europe, the One Piece excitement is not slowing down. The celebration year is already loaded with activations.

Bandai launched a One Piece toy collection earlier this year, while Abyss Corp released an acrylic Luffy figurine that met huge success. On the collaboration side, various fast fashion brands will create dedicated One Piece collections : Bershka (April) and Uniqlo (June) among others. For the occasion, European Uniqlo stores will adorn themselves with One Piece decoration, so as to immerse customers into the rich universe of the series. This Winter, fans will be able to discover a One Piece flip flaps collection, designed by Havaianas.

From September, EMEA licensees will join the celebration with One Piece 1000th episode dedicated merchandising. Special visuals will be created for the occasion, making it possible to have very special products. Manga publishers will also create the event : in Italy, Star Comics will create special cover for the N°99 and N°100 volumes, while Glénat will organize a quizz competition game during 100 days prior to the launch of the N°100 volume.

The celebration will also take place in retail where several loyalty operations will be implemented in France, Italy, Germany and Spain :



bookstores, cultural stores, hobby stores and more will cheer fans with dedicated operations aiming at retain and entertain European fans. TV and SVOD platform will also take part of this celebration. Starting this April a dedicated programming of One Piece movies celebrated the title with 1 new movie aired every week from April 9 to May 21 on ProSieben MAXX in Germany !

The momentum will take place from September to December, when La Fée Sauvage will organize a symphonic concert paying tribute to the overall One Piece series in September. Alongside those special physical events, an ambitious B to C digital event will occur across Europe (more information to be disclosed soon)!

Due to the health situation, some elements introduced above might be subject to change, or other operations might as well be added throughout the year.

2021 continues to be an exciting year for Toei Animation Europe's properties, and 2022 is promising, as Toei Animation prepares for thrilling announcements!

Stay tuned on Toei Animation Europe's website to get the monthly update information
<https://www.toei-animation.com/>



Reed Exhibitions Japan Ltd. has announced that the 10th Licensing Japan - Character & Brand Licensing Trade Show, originally scheduled to be held from April 1 - 3, has been rescheduled to October 21 - 23, 2020 at Tokyo Big Sight, Japan, due to growing concerns related to COVID-19.

LICENSING JAPAN RESCHEDULED FOR OCTOBER

Organised by Reed Exhibitions Japan Ltd. and supported by: Character Brand Licensing Association (CBLA), the show will now be held with even more grandeur. Over 1,800 properties from 200 exhibitors will be showcased. To boost the licensing business after the coronavirus suspension, leading licensors have already confirmed their participation as exhibitors including: Gaia (The Walking Dead, CupOfTherapy, Probita Europe), Green Camel, (Rilakkuma), Capcom (Monster Hunter, Resident Evil, etc.), Fuji Television Network (Chuggington, Pa Rappa the Rapper, Gachapin & Mukku, etc.), Sekiguchi (Monchhichi etc.), Fujiya (Peko, milky, etc.), etc.

Besides these, companies with various ranges of properties will also be present: from fashion brands (Anap.) to art/design properties (Keith Haring, Jean-Michel Basquiat, V&A etc.). Many international exhibitors, including those in the Korea Pavilion and Taiwan Pavilion, are also expected to exhibit.

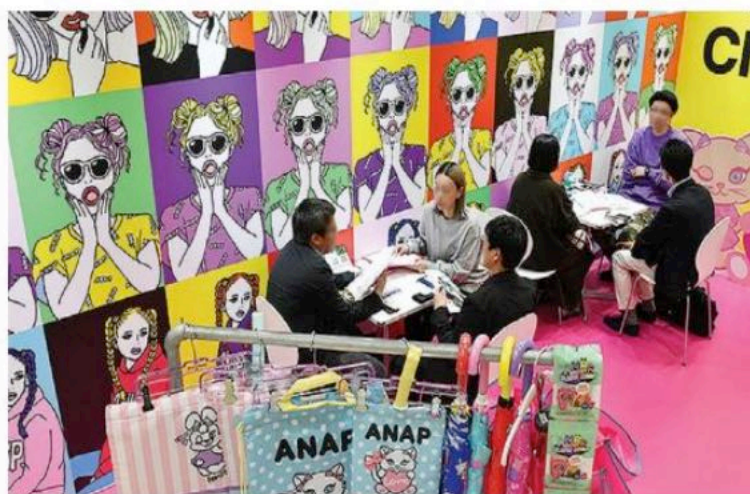
Increasing numbers of licensees visit Licensing Japan each year.

Those in attendance include decision makers from product planning/sales promotion departments of various manufacturers and retailers. In addition, visits from corporate public relations departments have been increasing recently, confirming the trend that characters/brands are used for corporate branding. With quality exhibitors and visitors, Licensing Japan has established itself as the best platform for the business of licensing in Japan and Asian markets.

The online Matching System, introduced two years ago, enhances networking opportunities. 1,010 appointments were fixed through the system in 2019, and even more business negotiations are expected to be conducted this year for merchandising/collaboration. The show will be held inside CONTENT TOKYO 2020, the largest, comprehensive show in Japan, covering all categories of content market, such as film, TV, animation, game, music, publishing, etc. This brings synergy to Licensing Japan.

www.content-tokyo.jp/en/

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There are just a few exhibiting spaces left, so if you are interested, please visit
www.licensing-japan.jp/ex_en/
visitor-eng.licensing@reedexpo.co.jp
+81-3-3349-8507



10th Japan's Largest*! LICENSING JAPAN

Character & Brand Licensing Trade Show

Oct. 21 (Wed) - 23 (Fri), 2020 West Halls, Tokyo Big Sight, Japan

The 2020 edition, originally planned to be held in April, has been rescheduled to the above dates.

Organised by: Reed Exhibitions Japan Ltd.

Supported by: Character Brand Licensing Association (CBLA)

More details online >>> www.licensing-japan.jp/en/

1,800+^{}**
Properties
Showcased!

Largest in reference to the exhibitor number of trade shows with the same concept. **Expected.



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Reed Exhibitions

Contact | Organiser: Reed Exhibitions Japan Ltd. LICENSING JAPAN Show Management
TEL: +81-3-3349-8507 FAX: +81-3-3344-2400 E-mail: licensing-e@reedexpo.co.jp



By Hyon-kyong Kim,
President,
K-VISION INC.

2020 was the year in which the COVID-19 pandemic covered the entire world. Korea was less affected than other countries, maintaining a relatively successful quarantine, but the consumer market was clearly weakened compared to previous years. The pandemic has brought about many changes in daily life. The expansion of non in-person services and the larger prominence of VOD media platforms are perhaps the most significant changes that have loomed. In a situation where it is imperative to avoid as much human contact as possible, the daily routine of more online shopping via the Internet and mobile devices and enjoying content consumption of the streamers such as Netflix and YouTube have strongly taken root in Korea.

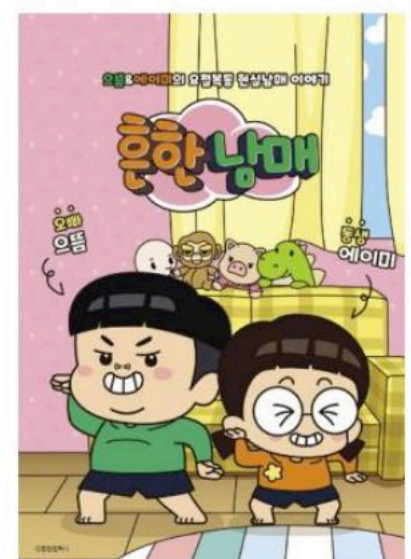
YouTube Has Become The Treasure Trove of Hit Content

YouTube, in particular, is becoming an established platform with high viewership across almost all generations. The power of YouTube has become the foundation for the birth of popular content.

The brands that kicked off the licensing of YouTube based content have been the kids' toy play channel Carrie and Toys, and the Minecraft game broadcasting channel, Ddotty and Sleepground. Since then, another

channel called Sibling War has gained over 2 million subscribers. The channel shows funny scenes of siblings, with the scripts written by a comedian couple, became a big hit in the licensing market in 2020.

Overall, the interest in YouTube channel-based content market has only increased.



Sibling War with its subscriber base of 2.18 million viewers as of mid-June 2021, has been the driver in establishing a character licensing business across more than 300 product categories including stationery, toys, fancy goods, household products, and food and beverage. The manga based on the original story has been a huge hit,

selling more than 4 million copies up to series 5, and is especially popular among elementary school students. Despite the pandemic, the live-event musicals in which the two sibling characters appear have been very well attended and are currently on a nationwide tour. It is expected that licensing will continue to grow.

Another example of YouTube driving the popularity of Korean content is the Giant Peng TV channel and the character Pengsoo, a large stuffed penguin character over two metres long. Pengsoo originally appeared in a short segment on EBS, a mainstream Korean educational terrestrial linear TV channel and became a big topic of conversation.



Pengsoo has become as popular as general TV entertainment programming. In particular, EBS has skillfully maximized the exposure of the Pengsoo content through the active use of

the YouTube channel and their main linear terrestrial channel. The continuous dialogues and comical situations of Pensoo have captured the hearts of children and adults alike. As a result, there have been a series of collaborations with various companies and the constant release of new licensed products, as well as TV commercials for major companies such as banks and confectionary manufacturers. Due to the birth of these types of content, most of the legacy broadcasters and media have adopted the strategy of establishing YouTube channels as essential content distribution platforms.



BTS Are Also Kings Of The Entertainment Character Category

Entertainment industry companies and their talent also seem to be aggressively entering the licensing space through creating character properties based on the content they own.

The one group that has attracted a great deal of attention is BTS, the Korean boyband who created the character BT21 in collaboration with LINE Friends in 2017.

BT21 is a character property that has attractive designs and solid storylines and was developed in honor of each BTS member. In particular, BT21 became THE hot property because the BTS members directly participated in the entire character development process, from the initial character design sketches to giving the character a personality. BTS also took part in product planning.

Another element of the BT21 property has been interactivity with the fans. The brand has pursued the value of creating things together by actively communicating with global fans and incorporating their opinions and ideas to develop and expand the unique worldview dubbed as the BT21 Universe.

In addition, another new BTS character, TinyTAN (previously known



as BTS Character) was created by BTS's management company, Big Hit Entertainment (now known as Hybe Corporation). TinyTAN was officially launched in late 2019, and brand licensing and other commercialization is now well under way.

LINE Friends have also been expanding their content monetization stable. Building on their success in developing BT21 with BTS, LINE Friends recently collaborated with Jisoo, a member of the Korean girl group Black Pink, to create the new character called Chichi. Chichi is featured in the popular Korean developed online multiplayer racing game, KartRider Rush+. Chichi also been used for 16 types of emoticons on social messaging platforms. Plans are afoot for expansion into more licensing categories.

Newtro? A New Look at Retro Brand Characters

A mash up of the words "new" and "retro" has produced the term "newtro". Recently, Korea has been experiencing a newtro fever, especially among the MZ generation, a demographic formed from the pairing of Millennials and Gen Z groups.

Korean companies seem to be actively using this newtro fever for marketing. The Korean liquor company Hite JINRO has brought back and refreshed



the design of a frog character that appeared on popular alcoholic beverage packages from the 1970s. Besides

marketing the beverage, the frog character can be seen in collaborations with other companies products and services across food, fashion, communications, finance, and distribution. In fact, sales of the drink itself are showing strong growth.

Another corporate character has been making a successful comeback in character marketing. Daehan Flour Mills have sold their Gom Pyo brand flour since 1952 featuring their signature polar bear character. A recently refreshed design and newtro marketing has helped to increase the appeal of the flour brand to the MZ generation.

A successful spin-off three party collaboration using the refreshed polar bear has been Gom Pyo Wheat Beer, produced in cooperation with a small-scale beer brewer, a major convenience store chain and Daehan Flour Mills. Besides beer, Gom Pyo has been releasing a variety of limited-edition collaborative goods with brands in clothing, food, cosmetics, and stationery. This trend has triggered an extension in the direction of giving new value to traditional brands.

This trend has triggered an extension in the direction of giving new value to traditional brands.

Innovation Through Collaboration: Revitalization of the Korean Character Licensing Market.

The character licensing market in Korea is expanding into very diverse areas. It is moving very organically through collaborations between different industries, and I am very much looking forward to more innovative, intriguing, and fun examples appearing in the future.

As we continue through 2021, the Korean market is showing signs of recovery, and licensing is expected to revitalize not only through online but the offline market as well.



Hyon-kyong Kim is president of Korean licensing agency, K-VISION Inc. Ms. Kim studied for a Masters Degree in Journalism at Sophia University in Tokyo for two years. During that time, she also worked as an overseas video journalist for KBS 2 TV channel, part of Korean Broadcasting System, the national South Korean public broadcaster. Upon graduation, after working for Sumitomo Warehouse, she re-engaged with media joining H.C.P., Japan's first magazine dedicated to the "Korean Wave" of popular Korean contents. Thereafter she worked for the Tokyo International Anime Fair Secretariat before establishing K-VISION in Japan in 2005 and then in Korea in 2010. Ms. Kim writes extensively on the Korean contents industry. For three years, she authored a Korea market column for Charabiz.com, a Japanese character industry portal site, and now continues to contribute to Korean licensing magazines. www.k-vision.com master@k-vision.com

UNSTOPPABLE FOR GENERATIONS

30th ANNIVERSARY

- 30** Celebrating Sonic's 30th Anniversary in 2021
- \$1B** Over \$1 Billion in Franchise Revenue to Date
- #1** #1 Video Game Movie of All Time *
- 1B+** Over 1.2 Billion Games Sold and Downloaded

Games, Movies, Animation, Mobile, Partnerships and more in 2022!

*Based on US domestic box office figures

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