

BEYBLADE BURST SIGNS NEW OPPORTUNITIES AROUND THE GLOBE

ADK Emotions NY Inc, formerly Sunrights Inc, have, announced that Corus Entertainment Inc will pick up season four of the animated action series Beyblade Burst Rise on Corus' Teletoon network in Canada.

Legendary Blader Valt Aoi has been training the next generation of elite Bladers at Spain's BC Sol. One day, rookie Blader Dante Koryu witnesses Valt unleashing his newly-evolved Gamma Bey, Sword Valtryek. To Dante's surprise, Valtryek radiates a golden light as it rockets around the stadium. Inspired by the limitless possibilities of this "Hyper-Flux" state, Dante seeks to achieve the same bond with his Bey, Dragon. Here begins the story of Dante and Dragon's rise to the peak of the Blading world.

The Beyblade Burst line continues to innovate with an awesome new way to battle: Beyblade Burst Hypersphere. Hasbro has teamed up with ADK Emotions NY Inc. to launch the innovative toy line featuring specialized Performance Tips that enable tops to climb the vertical wall of the Beyblade Burst Hypersphere Beystadium, speed

along the brink, and drop in on their opponents for high-intensity battles. Additionally, the new GT Chips take Beyblade Burst Hypersphere top customization and gameplay to the next level.

Beyblade Burst fans can expand their play digitally by scanning the codes on Beyblade Burst Hypersphere tops' Energy Layers to unleash the tops in battle, and mix and match their components in the Beyblade Burst app. The Beyblade Burst Hypersphere line will be available early 2020 while Beyblade Burst Slingshock product will also be available in major retailers across the Western markets.

Following a successful multi-territory promotion with Burger King, Beyblade Burst will further excite fans with an additional launch in France where diners can collect one of four Beyblade Burst-inspired spinning tops and figurines with every King Jr Meal. This latest Burger King campaign is one of multiple major Beyblade Burst activations with key players in the QSR industry.

"We're so excited to see the growth of the Beyblade Burst brand across the globe. The season four signing with

Canada's Corus Entertainment alongside the awesome product launch with Hasbro, as well as continued brand promotions and activations will excite our existing fanbase and create a whole new generation of Bladers," comments Shuji "Shawn" Wada, President of ADK Emotions NY Inc.

SUNRIGHTS INC. TO BECOME ADK EMOTIONS NY INC.

Sunrights, the US subsidiary of d-rights Inc recently announced a new trade name, ADK Emotions NY Inc effective October 1.

This follows the announcement in Japan of a merger between d-rights, a Tokyo-based production and management company specializing in animation IP, and ADK Emotions Inc, a Tokyo-based content and rights management company and subsidiary of ADK Holdings Inc.

ADK<



For more information, contact ADK Emotions NY Inc. (currently operating as Sunrights Inc.) at +1 646-284-9801 or info@sunrights-inc.com

BEYBLADE BURST RISE™

TELETOON

BEYBLADE BURST Season 4
to air on **TELETOON CANADA!**

BEYBLADE BURST seasons 1
and 2 available on **Netflix!**



One of Target's
Top Toys of 2019!

A top 3
selling property in the
Action Figures supercategory!
in the G10* YTD July 2019, growing +22% YOY.

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Source: The NPD Group / Retail Tracking Service / G10* = US, MX, CA, AU + EU6

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SUNRIGHTS
ADK GROUP

Baby Shark Creators Gear Up To Expand with their Newest Hit Bebefinn

When 'Baby Shark Dance' was released in 2016, no one would expect to see this 2-min animated music video become a cultural phenomenon, sweeping global music charts and streaming platforms and making the most-viewed video on YouTube of all time.

The Pinkfong Company is a global entertainment company that creates and distributes some of the most iconic IPs like Pinkfong and Baby Shark. Available in 25 languages, more than 6,000 Pinkfong contents are serviced on a variety of channels spanning Pinkfong apps, music and video streaming platforms, and linear TV across the globe. With its award-winning IPs, the company has built a strong presence in digital spaces, achieving over 120 million subscribers and 70 billion lifetime views across its YouTube channels.

The Pinkfong Company specializes in turning original IPs into globally beloved franchises in the changing media landscape by quickly mobilizing in-house resources to release direct-to-consumer apps, consumer products, and live shows while securing key licensees to amplify brand touchpoints. Through the international success of Baby Shark, the company has proven as a content powerhouse where it continues to discover fresh opportunities to build longevity for existing franchises while

developing original IPs to extend its content portfolio.

The International Success of Baby Shark

Pinkfong's Baby Shark is more than just a catchy song for kids; This digital-native IP became one of the most notable cultural phenomena, spawning a viral dance challenge and generating over 1 million cover videos online. Thanks to its popularity on



social media, Baby Shark swept the global music chart, including Billboard Hot 100 and the Official Charts, while performing in over 200 cities worldwide and engaging with more than 150 million global fans. In early 2022, Pinkfong's 'Baby Shark Dance' marked a historic milestone for the company by becoming the world's first video to hit 10 billion views on YouTube, cementing its status as the platform's most-viewed video of all time. Today, Baby Shark connects kids and families across 244 countries through its songs and stories, TV animated series, movies, interactive apps, worldwide live tours, merchandise, and much more. **BABY SHARK'S BIG MOVIE!**, Baby Shark's first feature-length original animated film co-produced by Nickelodeon Animation, is set to premiere holiday 2023 in the U.S.

The combination of strong brand recognition across the globe, multi-generational family appeal, and continued growth potential led Pinkfong and Baby Shark to become one of the most powerful franchises. The Pinkfong Company has brought more than 3,000 licensed products to fans through partnerships with over 500+ industry-leading brands and companies across multiple categories including WowWee, Hasbro, Pampers, Nestlé, Crocs, Johnson & Johnson, and much more.

Pinkfong is Set To Fuel Growth with Its New IP

Perfectly positioned in the fast-paced media environment, The Pinkfong Company has ambitious growth plans with Bebefinn, the company's newest hit 3D animated series about three lovable siblings and their parents. Launched in April 2022, Bebefinn built a strong global viewership on YouTube, surpassing over 5 million subscribers and 1.2 billion views within a year of its launch.

In addition, the hit series has expanded beyond YouTube, making the Top 10 Kids on Netflix in 11 countries. On the business side of Bebefinn, new ranges in categories, including books, toys, live shows and more will be rolling out internationally throughout 2023. Stay tuned for more exciting news about Pinkfong, Baby Shark and Bebefinn.





pinkfong BABY SHARK™

#1
Most watched
video on YouTube

#1
Toys & Games
on

70 Billion views
on YouTube

500+ partners
on Licensing program

Winner of
License & Plush Toy
at

available across
244 countries
in 25 languages

Available
On

pluto™

NETFLIX

腾讯视频

Roku
Channel

Amazon
Prime Video

Vidio

mi

pinkfong
BABY SHARK
10B
10 BILLION VIEWS

The pinkfong Company

For more information, please contact
global_biz@pinkfong.com

pinkfong Bebefinn™

From the Creators of Pinkfong Baby Shark



Top 10 Kids on Netflix
in 12 countries



10 Million fans
on YouTube & TikTok



Available in
190+ countries



New episodes release
on YouTube

Available On

pluto™

NETFLIX

Roku
Channel

FPT Play

Amazon
Prime Video

Vidio



The World of MUZIKTIGER

Daewon Media in South Korea are enjoying growing success with their brand MUZIKTIGER which is now the most popular character in the current Korean market, particularly amongst Generation Z consumers.



MUZIKTIGER is a compound word of 'Muzik' which translates to 'without a job' in Korean and 'tiger'. MUZIKTIGER is the brand that symbolizes everyone's fantasy of being young, rich, and unbothered.

The illustrations used in the brand are based upon a tiger motif which is strongly associated with Korean culture. Since the tiger has been a symbol from ancient times that defeats bad luck, the brand has given a great message of support during the recent pandemic period.

The main character in the brand is a carefree and optimistic tiger called DDOONG RANG (Fat Tiger) who likes to goof around and chill out throughout the day.

Daewon Media currently have collaborated with approx. 70 brands within a year covering all consumer product categories including fashion, food and

beverage, personal care, tech accessories, home furnishings, promotions and more. The brand also has more than 107,000 followers on Instagram, a following that has grown rapidly and is more than twice the figure from the previous year.

Despite the downturn in terms of licensing within the infant and toddler sector, MUZIKTIGER has

been expanding its target audience and has collaborated with market-leading companies including baby apparel from Ettoi (Agabang & Company's premium baby clothing brand). In addition, they have signed Mother-K (a premium brand for mother and baby care essentials including diapers and hygiene care) for a range of baby bottles.

In addition, MUZIKTIGER collaborated with the luxury brand Gucci. For the launch of Gucci's new Seoul flagship store, Gucci Gaok, MUZIKTIGER and Gucci designed the Kakao branded emoji set featuring DDOONG RANG which they provided as a giveaway during the event period. More than 60 million sets of Emojis went



out of stock in only five hours.

Coca-Cola also released the Kakao branded emoji set with MUZIKTIGER in order to promote their Fanta range during Halloween 2021.

In terms of promotions, Coex, the mall located in the center of Seoul, has featured a gigantic 8-metre character balloon of DDOONG RANG in the main square of mall as a photo opportunity for visitors.

MUZIKTIGER has also begun to attract popularity outside Korea. Langham Place Mong Kok in Hong Kong held a recent mall promotion including mall decorations with a 3-metre DDOONG RANG, a drawing exhibition, pop-up store and more.

On the promotional side, BCCard has launched IBK MUZIKTIGER credit and debit cards using various artworks in order to appeal to young adult customers.

In food and beverage, international ice cream franchise Baskin-Robbins launched DDOONG RANG-shaped

ice cream cake and rug as a premium. Convenience store 7-Eleven launched a variety of MUZIKTIGER products ranging from popcorn to craft beer, targeting young adults and Lotte Confectionery launched a snack gift set in a MUZIKTIGER designed package.

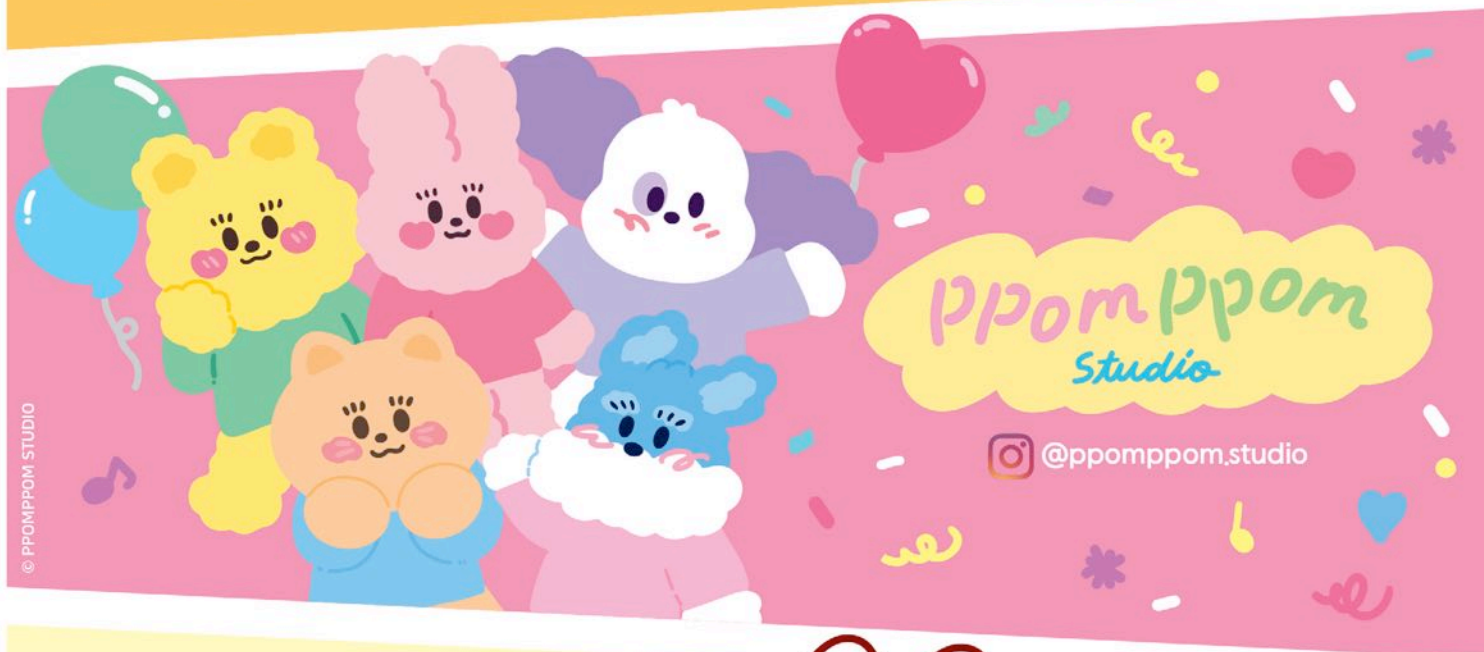
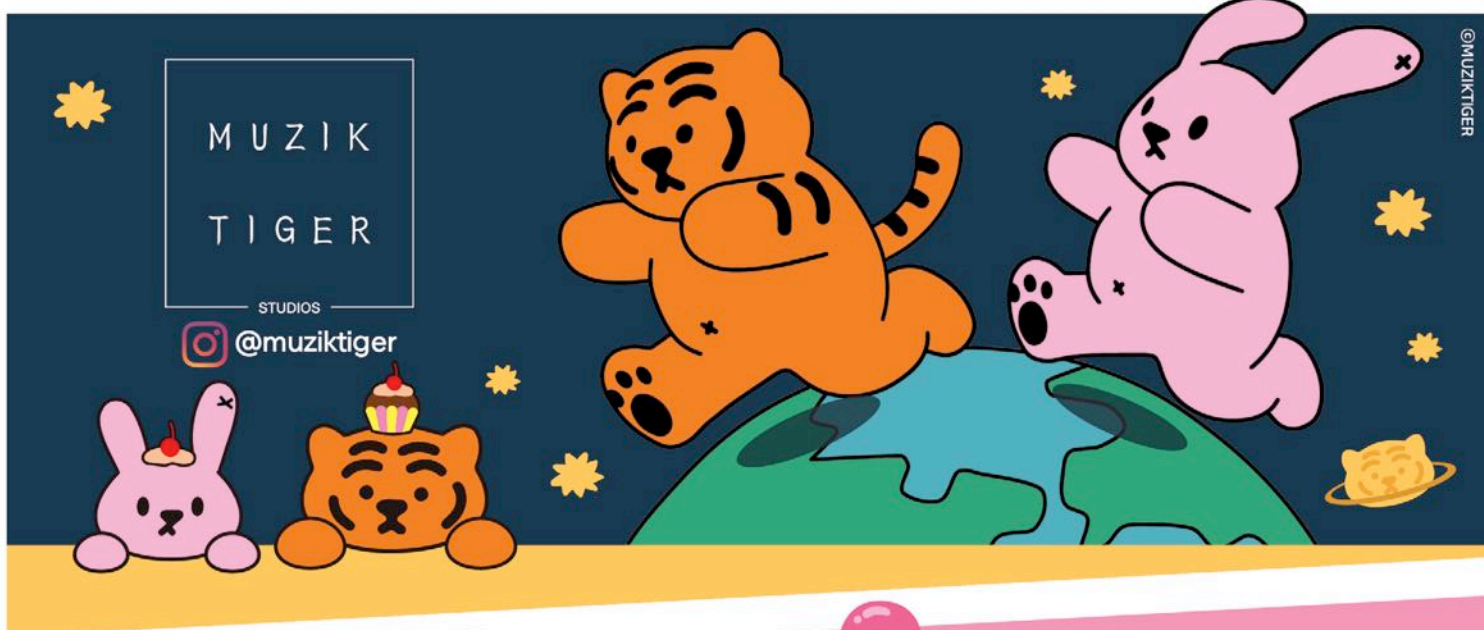
In terms of cosmetics, Etude House (Amore Pacific Group's beauty brand) released a MUZIKTIGER collection of cosmetic products including eye shadow palettes, lip tints, blushers and various premiums not only in Korea but throughout other Asian countries including Hong Kong, Japan, Taiwan and Thailand. The collection has been very popular and has gone viral online.

In addition, Spao, the apparel brand of E-Land Group which is considered trendy amongst Generation Z consumers, has released MUZIKTIGER apparel including loungewear, sweat-shirts, etc over several seasons.

On the home furnishing side, Nara Home Deco has launched around 40 different items such as cushions, blankets, bedding, etc which are distributed through Korea's top three hypermarkets – Emart, Lotte Mart and Homeplus.

Finally, in the tech sector, Casetify, which is a Hong Kong company that designs and produces customized unique phone cases and electronics, has the exclusive MUZIKTIGER lineup with a wide range of tech accessories including phone cases, iPad cases, Air-Tag holders and more.





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Franchise extends beyond broadcast and consumer products with digital developments accelerating the international growth of the brand

Animé specialist ADK Emotions NY Inc. continues to accelerate the growth of BEYBLADE in key international markets, adding an official TikTok channel to the brand's digital ecosystem that now includes YouTube, Instagram and Facebook.

A new frontier for the kids' brand, for more than two action-packed decades, BEYBLADE has entertained audiences through animation and toys and now, ADK is extending its reach in the digital space, responding to demand from consumers for shorter form and socially accessible content on the platforms to which they are native.

@beyblade_official showcases a variety of fast-paced and eye catching animated clips, character reels and battle videos. Playing to the brand's multi-generational strength, footage from the vast BEYBLADE content archive will also be posted on the account offering young fans an opportunity to explore the back catalogue as well as giving fans of nostalgia the chance



NEW DIGITAL DEVELOPMENTS FOR BEYBLADE



©Hiro Morita, BBBProject

to re-watch classic clips. An all-new content program of product unboxing and ASMR content, or 'BEY-SMR' as fans call it, has also launched and will be a regular feature of the brand's digital output moving forward.

With community and creativity at the heart of the brand, ADK Emotions NY Inc. remains committed to collaborating with BEYBLADE influencers including Osvaruto in Mexico and Beyblade Geeks in Canada to promote the animation and content, new toy concepts as well as updating fans on any brand related news.

The digital space provides a natural home for BEYBLADE, chiming with the brand's core values of creativity, collaboration and play which has been central to the success of the property since it launched in 1999. The TikTok launch follows the hugely successful launch of the official BEYBLADE YouTube channel (ex.Asia) which has accrued more than 3 million subscribers since it launched in 2016. ADK also thrived digitally when in 2020 the Pandemic forced the BEYBLADE World Championships to move from a physical event to online, providing BEYBLADE fans with a chance to battle it out in a one-of-a-kind virtual competition during lockdown.

This growing digital presence complements the solid slate of global television partners that are currently broadcasting the animated series including Disney XD currently showing BEYBLADE Burst QuadDrive Season 6 and Netflix who is streaming BEYBLADE Burst Surge Season 5.

Alongside the digital and broadcast success, BEYBLADE BURST is supported by a robust toy line from global master toy licensee Hasbro. Hasbro is a proven best-in-class partner who shares ADK's passion for creativity and innovation which is expertly translated in the regularly refreshed toy range. Hero items include the best-selling Beyblade Burst QuadDrive Cosmic Vector Battle Set and Hasbro's higher price point Pro-Series aimed at core fans.

Exciting fans globally with their 20th anniversary celebrations last year, ADK Emotions will be on the ground at Licensing Expo in May and the company is scheduled to exhibit at Animé Expo in LA from July 1-4 2022. The expert team is looking forward to connecting with key stakeholders and industry leaders once again, increasing their presence in person as well as the online sphere.

BEYBLADE BURST™ QUAD DRIVE

QUADDRIVE 4 in 1 TOPS
THE LATEST COMPONENTS!

New **QuadDrive Tops** can be configured in **4** different ways allowing for **4** different ways to **strategize, customize, battle, and win!**

BEYBLADE BURST
SEASON 6
AIRING FROM
DECEMBER 2021



Multiple seasons
available on Netflix!

TARGET TOP TOYS 2021

BEYBLADE BURST
SURGE SpeedStorm
Slayer Showdown Battle Set

amazon TOY BOOK 2021

BEYBLADE BURST
SURGE SpeedStorm
Motor Strike Battle Set

EXPERIENCE THE FRENZY ON THE
OFFICIAL BEYBLADE BURST APP

Over **34M+** users World Wide
and over **1B** in-app battles!

Walmart **HOLIDAY CATALOG 2021**

BEYBLADE BURST
SURGE SpeedStorm
Motor Strike Battle Set

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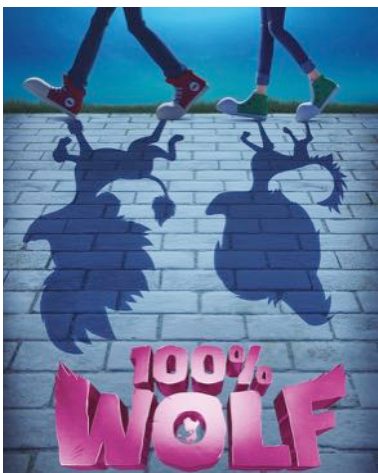
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News from Studio 100

Studio 100 report increasing activity on a number of properties as well as new brands being added to their portfolio.



Australian animation studio Flying Bark Productions, part of the Studio 100 Group, is currently producing the brand-new CGI TV-series 100% Wolf (26 x 22') as well as a CGI-animated theatrical movie. Both series and movie, will be available in 2020.

All global distribution rights (TV, licensing & merchandising) will be handled by Studio 100 Media/m4e. Studio 100's Flying Bark Productions has adapted the property from the popular Australian children's novel 100% Wolf by Jayne Lyons.

The feature film and TV series are in production and a coinciding re-release of the first two books (a new third book has recently been penned and is awaiting a release date. Initial licensees include Blue Ocean Entertainment AG, Ravensburger, Sony Music and SkyBrands.

Studio 100 Media/m4e and Playmobil (geobra brandstätter Stiftung & Co. KG) have signed an extensive license agreement for Heidi. The multi-year agreement covers the worldwide rights except for some territories in Asia.

Starting in Q1 2020, there will be an extensive Playmobil Heidi product range on shelves, including figures and various play sets – and later in 2020

the Playmobil-Heidi-Advent calendar will follow. And there will be dedicated Playmobil Heidi moving content, small video clips for social media distribution and on the new Heidi website.

Studio 100 Media/m4e has appointed IMC as licensing agent in LATAM and is working to extend the licensing program globally.

Mia and Me remains popular in German, particularly amongst 7 to 9 year old girls. Season 4 is currently in production for a release in 2020/2021 comprising 26 x 23'. The current seasons are placed with more than 40 key broadcasters and VOD platforms in more than 80 territories. A Mia and me movie is also in development for a planned release in 2021.

Mia and Me is also very strong in social media, with over 500 million YouTube video views worldwide and more than 720,000 subscribers to its international YouTube channels. Mia is also a theme park icon at the Plopsa theme parks which attract more than 3 mil-



lion visitors per year!

The licensing agent network spans the whole world, including Empire Multimedia Corporation, Brand House, Planeta Junior, Alicom Licensing, UYoung or Merchantwise.

The international licensing program is powered by strong partners, like Panini, Hachette Book Group, MSZ, Procos, Herding, Leomil, Rubies, Universal, Edel: Kids, tonies, Simba Toys, Ravensburger or Schmidt Spiele.

In order to inform people on the importance of bees, World Bee Day was held on May 20th. Around this

date, several promotions for Maya the Bee took place, with a focus in G/A/S, where Maya has its own "save the bees" promotion: Project Poppy Fields!

Maya acts as strong ambassador for insects, biodiversity and sustainable development. The initiative is done in cooperation with Mellifera e.V. and several partners like WEPA pharmacies, Familie & Co (magazine) or Sonnenrucht.

For this year's campaign around World Bee Day, Studio 100 expected to reach 1.5 million consumers.

New licensed products include yoghurts from Bauer, plush from Heune, audio figures from tonies. A third theatrical movie is in production. Its working title is Maya the Bee – The Golden Orb and it is planned for release in 2021.

Master toy partner Giochi Preziosi launched a new toy line in September 2018. Other multi-territory partners include Varta, Arkopharma and jbc.

Preschool brand Wissper is gaining international awareness, being sold to more than 100 countries worldwide, and showing strong performances in markets such as China, India, Middle East, UK, Poland and Turkey.

The first Wissper app will be launched in May 2019. It will be available in five languages, containing mini games and a parents' area.

Master toy partner Simba Toys has successfully launched the toy line in many territories including the Middle East in 2018, supported by strong ratings on broadcaster MBC 3 who is also acting as licensing agent for the territory. Wissper's second season is now available – making 104 episodes in total.





100% WOLF

**BRAND NEW
TV-SERIES
READY TO
LAUNCH IN 2020**

**COMMISSIONING
BROADCASTERS**

ABC

SUPER RTL

**FEATURE FILM
IN PRODUCTION**

**THEATRICAL
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SUNRIGHTS GROW BEYBLADE BURST PROGRAM

Sunrights Inc. has teamed up with Burger King this summer to launch a fun Beyblade Burst kids' meal promotion

In addition, recent news for Beyblade Burst includes new broadcast releases in Australia, Belgium, France and Spain; a toy release update for the Slingshock in 2019; and Battle League tournaments currently underway across the globe

This June, Burger King is releasing a Beyblade Burst Evolution themed four-set collection of character figurines and spinning tops. Sunrights Inc. plans to announce more exciting partnerships with major QSR partners throughout 2019!

"This fantastic partnership is key to the Beyblade Burst brand reaching their target audience, commented Natasha Gross of Sunrights Inc., the New York City-based entertainment rights company that manages the brand outside of Asia. "The ability to reach Beyblade Burst fans across the world through partners like Burger King, adds another element to the exciting Beyblade Burst universe."

Earlier this spring, Japan announced the fourth season for the animated series "Beyblade Burst: Gachil" (Japanese title) which launched digitally

on YouTube. Season 3 also launched in Australia on 9Go! and Belgium on VTMKIDS with the next upcoming broadcast releases of Season 3 coming up in France on Gulli and Spain on Boing this summer.

Broadcast is not the only way fans can now engage with the brand. The rise in popularity of streaming services, sees Beyblade Burst catapult into success, breaking the 1 million subscribers mark globally on the Beyblade Burst official YouTube channel. The first original Beyblade Burst influencer series created by the YouTube duo, Beyblade Geeks, also collectively gathered over 2.5 million views with the count rising daily.

Sunrights Inc.'s stellar roster of licensees is selling Beyblade Burst licensed products globally. French publishing licensee Gründ has sold over 86,000 in physical copies of Beyblade Burst chapter books. Hasbro's line of Beyblade Burst tops has also been gaining international acclaim, with Beyblade being named the #1 Action Figures Property in Europe in 2018 by The NPD Group, as part of its Retail Tracking Service² as well as the #1 Action Figure brand in France in 2018. Hasbro's new Slingshock technology, launched newly in 2019, sends tops into intense head-to-head clashes.

Fans can activate Slingshock strategy by converting Performance Tips with specially designed rail riding capabilities from Battle Ring Mode to Slingshock Mode.

Fans can also scan, customize and level up their Beyblade Burst tops in the Beyblade Burst App to experience the digital world of Beyblade Burst. For 2019, Hasbro is bringing the excitement of the World Championship home with Battle League: the newest feature to the Beyblade Burst app that allows you to challenge your friends to a head-to-head tournament.

A worldwide phenomenon originating in Japan in 1999, the Beyblade brand is in its third generation with Beyblade Burst, broadcasting four seasons to date across the globe. Today, the brand continues to offer the ultimate battling experience to its fans with more than 10 million tops sold in over 20 countries (within Sunrights Inc.'s managed territories) as of March 2018.

Sunrights Inc. plans to continue expanding Beyblade Burst international success at Licensing Expo 2019. Visit Booth #S256 or contact Natasha Gross at natasha.gross@sunrights-inc.com for more information.

To learn more about the Beyblade Burst universe and stay updated on the latest Beyblade Burst news, visit the official social media channels on: Facebook, YouTube, Twitter and Instagram. Contact the Sunrights Inc. team for images, video footage and interviews at email: jonathan@juice-design.net.

Sunrights Inc. is an entertainment rights management company backed by one of the top advertising agencies in Japan, Asatsu DK, and the trading conglomerate Mitsubishi Corp. Located in New York City, Sunrights directly manages the development of intellectual property globally outside of Asia.

Learn more at <http://sunrights-inc.com>.



BEYBLADE BURST™ TURBO

**USA's Top Selling
Action Figure
of 2018!**

**Target's Top Toy
for Holiday 2018!**


**Seasons 1 & 2
Available on Netflix**


**51 x 22' Now Airing
on Disney XD**


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SUNRIGHTS
ADK GROUP

LICENSING JAPAN



Licensing Japan, held in Tokyo between 3 and 5 April, proved to be another successful event with over 1500 properties gathered together under one roof and visitor levels substantially up from last year's event.

In all, including visitors to the concurrent Content Tokyo, the show attracted 48,549 visitors – an increase of 5,955 over 2018.

A major feature of the show was the Matching System – an online support service from which exhibitors and visitors can search what they are looking for and request information and/or an appointment.

The number of visitors registered to the Matching System reached 1792 and more than 1000 appointment were set during the three day show.

In fact, one of the exhibitors, Kensin, fixed 34 appointments with both Japanese and international visitors. Another exhibitor, Fuji Television Network, received ten appointment requests from visitors. They are now fully expecting that some of the results of these appointments will lead to merchandising for events/TV commercials in the near future.

Based on its unique culture such as Manga, Anime, etc., Japan has a mature market where people are familiar with characters. At Licensing Japan visitors were dedicated to find new properties including international ones. To appeal to visitors and the Japanese market, more and more international properties are showcased at Licensing Japan every year.

With blinking eyes, fleshy lips, big belly and a unique hairstyle, B.Duck (Ens Global Marketing) is Hong Kong's No. 1 duck character, which attracted attentions from apparel manufacturers and goods manufacturers.

A Brazilian company UP Content exhibited their iconic brand, Bubu and The Little Owls, which will be broad-



casted on Disney Latin America in 2019. The owl family was warmly welcomed by Japanese licensees.

There were also international pavilions, representing the IPs of their countries/regions including Chungnam Culture Technology Industry Agency (CTIA) pavilion (Korea), Fresh Taiwan pavilion (Taiwan), TAITRA pavilion (Taiwan), Thai Animation & computer Graphic Association (TACGA) pavilion (Thailand).

Licensing Japan also welcomed more international visitors this year and is rapidly becoming the centre of the licensing business in Asia. In 2019, leading licensees were invited as Special Overseas Guests from both Korea and China.

Next year's Licensing Japan will again be held at Big Sight in Tokyo from 1st to 3rd April.

For more information, contact:

Exhibitors:

www.licensing-japan.jp/ex_en/

Or

licensing-e@reedexpo.co.jp

Visitors:

www.licensing-japan.jp/inv_en/

Or

visitor-eng.licensing@reedexpo.co.jp



10th Japan's Largest* LICENSING JAPAN

Character & Brand Licensing Trade Show

April 1 (Wed) - 3 (Fri), 2020 Tokyo Big Sight, Japan

Organised by: Reed Exhibitions Japan Ltd.

Supported by: Character Brand Licensing Association (CBLA)

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

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

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



Organised by

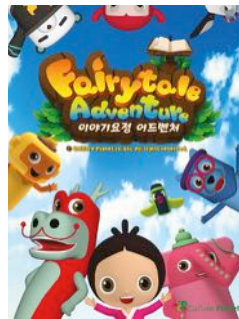
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Contact

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



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/>.



**Fairytale
Adventures
By Culture Planet**

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?



**Animalgum HamaHama
by Sangdan Studio**

The best type of gluttony! 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?



**Space Bug
By Studio W.BABA**

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.



**Mindblowing
Breakthroughs
By Grafizix**

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.



**Jurassic Cops
By Studio Button**

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.



**Pimpim
By Pingo Entertainment**

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.



**Roger and Goldi
By e-motionbooks Inc**

Humans and AI - a crossroads of survival and evolution. A journey to find reasons and origins.



**Storm Warriors
By Studio Navy Co Ltd**

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.



**Nana's Family
By GoldFrame Studios**

A charming novel story about a genius girl Nana and her cute robot friends.



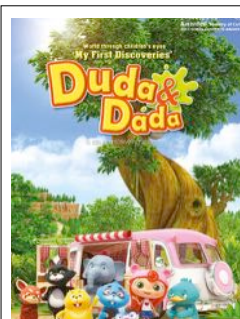
**Monster Mansion
By Xin Animation**

The tale of Mori and Jiri, the guardians of the mansion who protect the pyramids from Dori and Gulta.



**Bread Barbershop
By Monster Studio**

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.



**Duda & Dada
By Eyescream Studio**

The story of how a young happy go lucky mole, Duda, discovers the world above ground and befriends an explorer, Dada.

Pricing and registration available at www.acefair.or.kr

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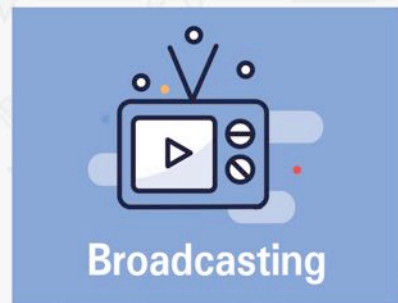
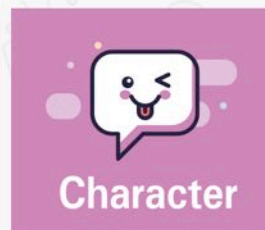
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Kennedy Publishing: The Acquisition Publisher of Choice

A conversation with
Sophie Rowlands,
Kennedy Publishing's
Licensing Director

Tell us about your exciting acquisitions for 2023

Kennedy Publishing are first and foremost an acquisition publisher and we've built a successful business model for taking on titles over the last 18 years, with multiple launches on the horizon for 2023. We can confirm that Kennedy will be publishing Top of the Pops and Go Jetters magazines, both of which are licensed from BBC Studios. Go Jetters will join our strong portfolio of pre-school acquisitions, including Peter Rabbit, Octonauts and Mr Tumble. The brand encourages children to be excited by adventure and exploration while learning about our planet.

Top of the Pops first

the highest quality offerings

on the newsstand. This is achieved by our specialised team that can give each title the attention it needs to deliver unique, high-value products that educate and engage children.

We will also be exporting both titles, for the first time ever, to overseas English-speaking territories including Australia and New Zealand.

What do you look for when acquiring titles?

With our years of experience, we can pinpoint successful brands that have the potential for further growth. We focus on identifying brands that are trusted by parents and children, brands that have engaging stories behind them and heritage or evergreen brands that need reinvigorating with a fresh outlook and approach.

When we acquire a new title, we have a long-term vision — many titles in our portfolio have been published for over ten years. The most important thing to consider is how our readers would respond to the brand. If

it's trusted and likeable then, regardless of a brand's presence on television or in toy aisles, we can make it work.

Can you tell us about your previous acquisition success stories?

Since our formation in 2005, we have acquired over 20 titles. Acquisitions

are in our company DNA

and we are committed to bringing children their favourite brands. We have increased sales on some acquisition titles by over 90%, including Barbie and Blaze and the Monster Machines. Our transformation of these sales figures has allowed us to build trust with licensors and established Kennedy as the acquisition publisher of choice, which has contributed to our ranking as the second-largest children's magazine publisher in the UK.

Anything else you'd like to share about Kennedy's outlook on 2023?

Acquisitions will always be the backbone of what we do but we are consistently proving ourselves as a fantastic publisher for new brands too. We don't just capitalise on the initial launch popularity but ensure we nurture brands for long-term growth, meaning the magazines can remain on the market for many years to come! Many of our titles have outlived the brand's TV shows and toy lines.

We are undoubtedly entering a time of uncertainty for the children's magazine market but by continuing to focus on what we do best, producing high-quality, educational and fun magazines for children, we are confident that we will weather the storm. Watch this space for even more acquisition announcements...



launched in 1995, and at its peak sold over 100,000 copies per issue. Kennedy are proud to have been able to save this title from closure and now have the opportunity to keep this heritage brand going.

What are your plans to develop these titles going forward?

Both titles will be given what has come to be known in the industry as the 'Kennedy Effect': an editorial, gift, design and distribution refresh that ensures our magazines are some of



KP KENNEDY PUBLISHING

THE UK'S **THIRD-LARGEST** AND **FASTEST-GROWING** CHILDREN'S MAGAZINE PUBLISHER!

If you'd like to present your brand to us, please contact licensing@kennedypublishing.co.uk.

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26 LICENSED TITLES



PORTFOLIO OF OVER 60 TITLES

5.5M
GLOBAL COPY SALES
ACROSS 2021



33K STOCKISTS WORLDWIDE



WWW.KENNEDYPUBLISHING.CO.UK | ENGAGING YOUNG MINDS SINCE 2005

It's been another sensational year for Pokémon, with the iconic brand building on the incredible success of its 25th anniversary year in 2021, which saw it scale new heights.



Pokémon continues to soar through a dynamic programme of activity across its multiple pillars. Ever innovative, a series of exciting new releases and creative collaborations are keeping the brand at the forefront of pop culture and driving a fresh surge in popularity. Pokémon toys continue to fly off the shelves, with the brand continually a UK top 5 toy property YTD. As of November, it was #4 property YTD. New releases and refreshes of the toy range are boosting its success. Popular examples include Jazwares' cuddly 5" sleeping plush and corduroy plush, and articulated Flame and Flight Deluxe Charizard, plus seasonal holiday calendars for Halloween and Christmas.

Funko and Mattel have also enjoyed increased sales and added to their growing range of Pokémon products, including Mattel's MEGA Motion Pikachu and MEGA Adventure Builder sets, plus collectable new Funko characters including Pikachu, Eevee, Mewtwo, Vulpix and Grumpy Pikachu. Meanwhile, November's official Squishmallows launch on the Pokémon Centre UK was a huge success, with

the release of the huggable plush selling out.

Buoyant toy sales have been supported by an incredibly strong programme of out-of-aisle and promotional activity across retailers which looks set to deliver Pokémon's biggest toy year to date in the UK. Highlights include a dynamic toy space activation in Harrods which launched alongside the World Championships – held in the UK for the first time ever – in August. At Tesco, a cross-category pallet promotion launched in 400 stores in November – double the store count from 2021.

Pokémon continues to forge exciting partnerships to offer fans new and increasing ways to interact with the brand. Some key apparel collaborations this year included super cool footwear for kids and adults from renowned brand Clarks in August; a fun fashion collection with ASOS in July; and a series of special collections with Zavvi throughout the year, from an Arceus inspired range, a Pokémon day collection, a Legendary Pokémon range and one tied into the new Pokémon Scarlet and Pokémon

Violet video games.

The Pokémon Trading Card Game continues to break records, helped by the release of the Pokémon GO expansion, a special collaboration inspired by the popular mobile game Pokémon GO.

This year's eagerly awaited Nintendo Switch video game launches included Pokémon Legends: Arceus in January, which took trainers into the past of the stunning Sinnoh region; and November's Pokémon Scarlet and Pokémon Violet, a new evolutionary step in the Pokémon main series exploring an open world where various towns with no borders blend seamlessly into the wilderness.

And there's no let up to the exciting activity in 2023! Covetable new toys are coming, including first partner Pokémon from the Pokémon Scarlet and Pokémon Violet games, while the innovation continues with more dynamic retail activations and imaginative collaborations on the horizon – all set to take to build on Pokémon's position as one of the most popular and successful global entertainment brands.

POKÉMON™



Trainers can explore the Paldea region in the *Pokémon Scarlet* and *Pokémon Violet* video games, now available exclusively on Nintendo Switch systems.

LICENSE OF THE YEAR 2022
AT THE TOY FOUNDATION AWARDS

POKÉMON ANIMATION:


 **1,000** episodes

 **25** seasons

 **23** animated movies

POKÉMON VIDEO GAMES:
440 MILLION
sold worldwide

POKÉMON TRADING
CARD GAME:

 **77** countries/regions

 **13** languages

14 POKÉMON MOBILE APPS
FOR TRAINERS OF ALL AGES.

For licensing opportunities, contact:

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Ifè Ajayi
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i.ajayi@pokemon.com

V&A

2022 年, V&A (英国 Victoria and Albert Museum) 在全球范围内推出了各种产品类别的首次亮相。V&A 屡获殊荣的授权计划为被授权方和零售商提供了几乎无限的设计灵感来源, 使其能够实现其高级国际商品计划的持续增长。

V&A 在时装、儿童服装和家居用品领域推出了九项新合作, 实现了强劲增长。

除此之外, V&A 的天猫旗舰店现在还推出了 200 多种新的和独特的产品, 以博物馆档案中的丰富内容为灵感, 增强了被授权方可以访问的各种商品。包括维多利亚时代艺术家 Sir John Tenniel 的作品, 他为 Lewis Carroll 的 Alice's Adventures in Wonderland 所作的备受喜爱的插图在 V&A 的展览 Alice: Curiouser and Curiouser 在整个 2022 年期间巡游了东亚。

一代又一代的孩子都受到了 Alice in Wonderland 的启发, Sir John Tenniel 的迷人插图至今仍与以往一样重要, 因为它们继续激励着品牌和客户。

Alice 的创意好奇心体现在 V&A 与 Mido House 的合作中。



Nature”系列的声明作品聚焦于 1897 年法国艺术家 Maurice Pillard Verneuil 和 Eugène Samuel Grasset 的作品集 “L'Animal dans la Décoration” 中的装饰, 他们鼓励设计师重新评估动物和植物形态在装饰美学中的地位。Hopeshow 和 V&A 之间的每一次合作都为激发每个人的好奇心和鼓励发现提供了机会。该系列产品在网上、商店销售, 并于 9 月在北京成立了一家专门的 V&A 快闪店。

V&A 的天猫店从新艺术主义艺术家 Alphonse Mucha 作品中的时尚花卉和有机形式中汲取灵感, 推出了一系列时尚珠宝, 灵感来自他为法国印刷公司 Champenis 创作的最著名的平版画。1896 年的 “Zodiac” 是一个充满神秘符号的空灵设计, 采用先进的珠宝技术重新打造, 赋予了 Mucha 立即可识别的风格, 使珠宝集成为艺术与时尚的完美融合。

自然世界是日本美学的中心, 艺术家们继续与自然合作, 创造出卓越的和服。

与 Kyoto Marubeni 的新合作, 将传统的日本纺织技术与 William Morris 等创意运动天才设计师的工艺美术时代的图案融合在一起。Kyoto Marubeni 与 V&A 的研发团队一起工作, 从博物馆的档案中挑选了 Morris 著名的花卉面料和壁纸, 并挑选了一些他充满活力的设计, 如 Pimpernel 和 Cray, 以及他同时代的设计, 例如 Arthur

Heygate Mackmurdo 和 Lewis Foreman Day。然后, 他们着手将 19 世纪的印花转变为一系列纺织品, 包括和服、披肩、围巾和手提包。Kyoto Marubeni 精心而美丽地重新绘制了独特而丰富的工艺美术图案, 将拱形树枝和精致的花朵优雅地放置在丝绸和服和配饰上。

V&A 探索时尚、美容和艺术之间正在进行的对话, 与 Healer B 合作, 于 2021 至 2022 年间在韩国和日本推出护肤、身体护理和化妆品品牌 “V&A Beauty”。

V&A Beauty 的产品和包装涵盖了不同的时代和风格, 以博物馆档案为灵感, 以复杂的图案和摄影为特色。2022 年, 首尔的四家 V&A Beauty 商店在顶级百货公司 Shinsegae、Hyundai 和 Lotte 成功开业。还推出了快闪店, 其中包括位于首尔现代的一家体验店。该品牌的成功让 V&A Beauty 登上了《W Magazine Korea》杂志, 并与韩国名人 Monika Shin 合作推出了《Vogue Korea》。计划在 2023 年推出新产品, 同时在东亚进行进一步的国际扩张。

V&A 成立使命的一个重要部分是向所有人提供其世界级的收藏, 以支持创意产业, 激发想象力并激励下一代, 并通过他们在日本、香港和韩国的工作, 以及与中国 Alfilo Brands 和天猫合作, 他们继续通过新的产品系列和零售体验为东亚各地的人们带来 V&A 的奇迹, 2023 年将推出许多令人兴奋的产品。



Alice 和她的朋友 Cheshire Cat、Hatter 和 White Rabbit 以现代多彩的图案为背景, 在高支棉质背景下进行了细致的刺绣。从 Alice 的奇幻世界到迷人的自然世界研究, 女性品牌 Hopeshow 的灵感来自 V&A 系列中的一系列新奇的新艺术作品。Hopeshow “Fantastic



作为全球领先的艺术、设计和表演博物馆，V&A博物馆的藏品包含装饰纺织品、时装、珠宝、海报、摄影及家具。授权合作伙伴可以从超过200万件的丰富馆藏中汲取灵感，并能与V&A博物馆品牌联名。荣获全球授权奖项的项目涵盖家居用品、文具、服装、珠宝和礼品。

更多信息请联系：英国 – licensing@vam.ac.uk | 中国 – info@alfilo.com, 021-63666801

As the world's leading museum of art, design and performance, the V&A provides infinite sources of inspiration from decorative textiles, fashion and jewellery to posters, photography and furniture. Brand licensees gain unique access to the extensive archive of over 2 million objects and the endorsement of the V&A brand. The global award-winning programme spans homeware, stationery, apparel, jewellery and gifts.

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