

Masha and The Bear



© Animaccord LTD, 2006 - 2020 www.mashabear.com

ABOUT THE BRAND

With kindness and comedy in its heart, the show follows adventures of a little girl Masha and her friend, The Bear.

Their friendship is a metaphor of how a child explores the world around with the support of her adult friend which cares about her along this adventurous journey.

Masha is a mischievous and curious little girl who is friendly beyond description and treats everyone like she's known them for ages.

The cartoon became a hit for families around the globe, due to its smart ability to entertain and educate both children and adults on such timeless life values as real friendship, care, support, and freedom of creativity.



ORIGINAL SCORE
AND CATCHY SONGS



OUTSTANDING
3D CGI QUALITY



ALL AROUND
APPEALING HUMOR



ALL EPISODES ARE
COMPLETELY STANDALONE

KEY FACTS

- ★ **#2 Top Favorite brand** in Europe & MEA*
- ★ Part of **Top 25 Brands in Germany***
- ★ **Top 3 European Favorite Brands** among kids 0 to 6*
- ★ **83.000.000.000 total views** on YouTube (July 2020)
- ★ **Top 5 rank amongst in-demand shows globally** (Parrot Analytics research data Jan. 2021)
- ★ **1% of all YouTube views in the world** (During the Stay at Home period - February-April 2020-, Masha and the Bear content on YouTube gained 5.8 BLN views globally. A 48% increase compared to same period in 2019)
- ★ **Guinness Word Records** holder 2019 (the most watched cartoon on YouTube is episode "Recipe for disaster" with 3,4 bn views in 2019)
- ★ **Doubled YouTube** views and subscribers in 2020 (English channel)
- ★ **Creator award winner** (5x diamond, 15x gold, 25x silver)

*(BTEntertainment, 2021)

VALUES

- extraordinary
- enthusiastic
- diversified
- dynamic
- childisch
- artistic
- fun
- friendly
- colorful
- musical
- touching
- connecting



BRAND PERFORMANCE IN GERMANY*

*BTEntertainment by Kidz Global, NOVEMBER 2020, GERMANY

Girls 3-6	53% purchase intention	77% awareness	41% like a lot
Boys 3-6	29% purchase intention	72% awareness	38% like a lot
Girls 7-9	55% purchase intention	83% awareness	56% like alot

TARGET GROUPS*

Main target group

- ★ Girls
- ★ Boys
- ★ 3-6 years

Secondary target group

- ★ Families
- ★ 0-2 years
- ★ 7-9 years



CONTENT RELEASED

THEMED SHORTS

- 2016

NEW YEAR SONG
- 2018

FIFA WORLCUP
5 X 2
- 2020

STAY AT HOME
2 X 2



CORE
SEASON 1
26 X 7 #1-26



SPIN - OFF
26 X 5 #1-26

2009



CORE
SEASON 2
26 X 7 #27-52

2012



CORE
SEASON 3
26 X 7 #53-78



SPIN - OFF
26 X 5 #1-26

2015



MUSICAL CORE
SEASON 4
13 X 7 #79-91



2019

2017



CORE
SEASON 5
26 X 7 #92-114

2020



CORE
SEASON 5
26 X 7 #92-114

4K



SPIN-OFF
SEASON 1
26 X 3 #1-26



SPIN - OFF
SEASON 1
26 X 3 #1-26

4K



WINTER SPECIAL
22 MIN



WINTER SPECIAL
22 MIN



4K



VACATION SPECIAL
22 MIN



VACATION SPECIAL
22 MIN



4K

2 MORE SPECIALS
22 MIN

IN PRODUCTION

2023

2022

2021

WORLDWIDE PRESENCE

- ★ US & Canada
- ★ Australia & Oceania
- ★ LATAM: Brazil, Chile, Mexico, Paraguay, Uruguay
- ★ Central America
- ★ **EUROPE: Benelux, CEE, France, Germany, Austria, Switzerland, Italy, Nordics, Iberia, UK & Ireland, Greece & Cyprus**
- ★ Russia, Kazakhstan, Belarus, Azerbaijan
- ★ MENA: Israel, Turkey, Africa
- ★ Asia: China, India, Indonesia, South Korea, Taiwan, Thailand, Vietnam



ALL ABOUT CONTENT

- ★ Constant content production since 2009
- ★ **199 episodes and 2 winter specials**
- ★ **5 regular seasons**
- ★ **Season 4 with 13 episodes: Masha's Songs** – each episode is dedicated to one special country
- ★ Spin offs:
 - ★ **Masha's Tales, 26 eps:** Masha is a big fan of fairy tales. She tells her unique versions of popular fairy tales in a way only she can
 - ★ **Masha's Spooky Stories , 26 eps:** Masha reveals: all horrors live only in our imagination. Masha teaches kids to get rid of any fears by playing and telling her stories. Masha explains the reason of common childhood fears and teaches how to deal with them.
 - ★ **Nursery Rhymes, 26 eps:** Masha performs favorite child songs.
 - ★ **Special Winter Content:** Masha steps in her warm clothes and continues her adventure in winter season
 - ★ **Football special 4 eps** in 2018

KiKA
von ARD und ZDF



TV

- ★ S1-S4 & Masha's Tales **regularly re-runs on KiKA**
Jan. – Oct 2021: Mon -Fri: 06.05 am, every Sunday 6.10 am
- ★ NEW IN 2021: S5 **watch trailer**
 - First batch estimated release: Q3 2021
 - Second batch estimated release: Q4 2021
 - Masha's Nursery Rhymes: exp. after Summer holidays 2021 **watch trailer**
 - Maschas Sooky Stories: exp. around Halloween 2021
- ★ Ratings:
 - ★ Kids 3-13 years **21% market share** in peak
 - ★ Kids 3-5 years **31% market share** in peak
 - ★ **Rank 20** of programs with the **most online views**

*Source: TV: AGF in cooperation with GfK, TV Scope 6.1., Online: Zensusreportingtool

SVOD, MUSIC & AUDIO PLAY

SVOD:

- ★ MASHA AND THE BEAR S1-S4, MASHA'S TALES, MASHA'S SPOOKY STORIES

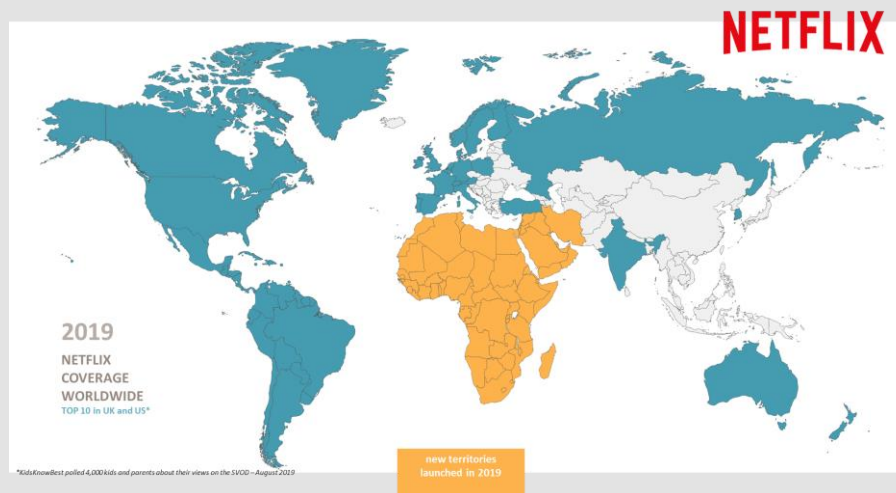
NETFLIX

- ★ MASHA AND THE BEAR S1-S3, MASHA'S TALES, MASHA'S SPOOKY STORIES

amazon

- ★ 69 eps. from DVD 1-11

maxdome



Home Ent. : Music, DVD, Audio Play:

- ★ S1-S3 & 2 further spin offs
- ★ Over 16 million audio streams in total across popular platforms

SONY MUSIC

Spotify
Apple Music
Google play
amazon



★ 2.860.000

Subscribers German
YouTube channel

*Source: YouTube, based on April 2020 data; since 2011 (except for views monthly – calculated for 2020)

**Source: Source: YouTube, data updated July 2021

- ★ **1% of all YouTube views in the world and 1 732 000 000 views from GAS** (During the Stay at Home period (February-April 2020), Masha and the Bear content on YouTube gained 5.8 BLN views globally. A 48% increase compared to same period in 2019.)*
- ★ **83 000 000 000 views in total** (2020 YOY +27%)
- ★ **1 048 000 000 views German YouTube channel** (in 2019)**
- ★ **140 000 000 Subscribers** (30% joined in 2020)
- ★ **2 860 000 Subscribers of German YouTube channel****
- ★ **+2 000 000 000 views monthly** (in April 2020, Animaccord reports views increase 51% and watch-time increase 100% versus the same period last year)
- ★ **758 views per second** (every 8th user of YouTube watches Animaccord's channels monthly)



Instagram

★ 249.000 followers



© Animaccord LTD, 2008

facebook

★ 5.500.000 followers

LANGUAGES:

- ★ French
- ★ German
- ★ Italian
- ★ Arabic
- ★ Polish
- ★ Russian
- ★ English
- ★ Spanish
- ★ Portuguese
- ★ Ukrainian





ENTERTAINMENT

★ The adventures in **CINEMA**: cinema tours on more than 125 screens across German-speaking countries (tbd. due to Covid-19)

★ **LIVE SHOWS** 2021 tbd.

★ **THEME PARKS:**



- Lompardia **Italy** (Leolandia): 10,000 m² branded zone since 2015, Roller coaster, Bear's house, Masha's house, Playground, Photo zone, Water splash zone, Mini show, Gift Shop, Kiosks
- Antalya, **Turkey** (Rixos): 8,000 m² branded zone since 2020, Water ride, Masha's house, Bear's house, Playground, Family restaurant, Water splash zone, Photo zone, Circus show, Gift shop

ABSOLUTE BESTSELLER IN FRANCE, EASTERN EUROPE AND RUSSIA IS GOING TO GERMANY!

ONLINE ACTIVITIES



Youtube campaign



- ★ TVC release
- ★ Branded cover
- ★ Promo Post
- ★ Adwords

Social Media campaign



- ★ Branded cover
- ★ Promo Post
- ★ Give aways

Animation TVC

- ★ Unique 3D CGI
- ★ Made by award-winning Team

Placement TVC

- ★ Beneficial Term

COMPREHENSIVE APPROACH
IN PROMO SUPPORT



OFFLINE ACTIVITIES

- ★ Cross Promotion
- ★ Parks
- ★ Playgrounds
- ★ AirlinesAdwords

Licensees

- ★ Cross Promotion
- ★ Sweepstakes
- ★ Give aways

Retailer

- ★ Augumented Reality

AR experience

- ★ Nationwide competition

Sweepstakes

CALENDAR 2021/2022



Seasonal

Q1 2021

Q2 2021

JUL

AUG

SEP

OCT

NOV

DEC

JAN 2022

FEB

MAR

APR

Soccer
European
Championship

Summer

Back to
School /
Autumn

Halloween

26th Black
Friday

Christmas

New Year

Carnival/
Valentine's
Day

Spring

Easter

Marketing

KiKA
von ARD und ZDF

Exp.
Start 1st
batch
Season 5

Masha und der
Bär
die
KINDERLIEDER

Exp.
Start
Masha's
Nursery
Rhymes

Masha's
gruseligeschichten

Exp.
Start
Masha's
Spooky
Stories

KiKA
von ARD und ZDF

Exp.
Start 2nd
batch
Season 5

New
Winter
Special
22 min.

Constantly new Style Guides available throughout the year

Licensing



crocs



Own Amazon shop in shop whole year round activations

Content

KiKA
von ARD und ZDF



amazon.com
Prime

maxdome



CALENDAR 2022



Seasonal

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
New Year	Carnival/ Valentine's Day	Spring	Easter				Summer	Back to School / Autumn	Halloween	26th Black Friday	Christmas

Marketing

Constantly new Style Guides available throughout the year

Licensing

Own Amazon shop in shop whole year round activations

Content





LICENSEES



crocs™



FERRERO



spreadshirt





LICENSEES

Energizer

FUNIGLOBAL
WORLDWIDE FUN DELIVERY



RIEGELEIN
CONFISERIE



PROCOS S.A.



RETAIL



amazon

REWE



myToys
Einfach alles für Ihr Kind



SPIELE MAX

real-



amazon

GERMANY
Launched in November 2018

+2 000 000
average monthly impressions

+9%
YOY Sales uplift (December 2020 vs 2019)

Partner product inclusion to
Masha's official branded Page



myToys
Einfach alles für Ihr Kind

Suchbegriff



PAYBACK



PAYBACK

Mein Konto

Wunschzettel

Warenkorb

Spielzeug

Mode

Baby

Freizeit & Sport

Lernen & Wohnen

Alter

Kindergeburtstag

Tipps & Trends

Angebote

Neukunden Bonus

Gratis-Versand bei Erstbestellung



Home

Kategorien

Spielzeug & Spiele (15)

Audio, Video & Games (26)

Basteln & Malen (1)

Bücher (1)

Sport & Garten (1)

Mascha und der Bär (44 Artikel)



Spielzeug & Spiele



Multimedia



Mascha und der Bär

STARTSEITE

SPIELWAREN

T-SHIRT

PUZZLE

DVD

SCHULANFANG

MODE

GESUNDHEIT & SCHÖNHEIT

TISCHGESCHIRR

PARTYARTIKEL



Simba 109309863 - Mascha und der Bär
Spielset Krankenwagen 20 cm
★★★★★ 544
19,95 € ~~20,99 €~~ (5% Rabatt)

In den Warenkorb



Simba 109301678 - Mascha und der Bär
Mascha Puppe, 4 sort.
★★★★★ 260
7,79 € ~~7,99 €~~ (3% Rabatt)

In den Warenkorb



Mascha und der Bär Drama Queen
★★★★★ 3
17,99 €

Kaufoptionen anzeigen



Simba 109301632 - Mascha und der Bär
Spielset Bärenhaus zum Aufklappen
★★★★★ 1.006
31,99 €

In den Warenkorb



Simba 109302059 - Mascha und der Bär
Mascha Puppe mit original Dreirad
★★★★★ 402
9,99 €

In den Warenkorb



Simba 109301032 - Mascha und der Bär
Spielset Großes Bärenhaus/ mit 2 Etagen/...
★★★★★ 485
41,95 €

prime

In den Warenkorb



Eichhorn 109304085 - Mascha und der Bär
Steckpuzzle, Entdecker Puzzle mit 12...
★★★★★ 4C
10,99 €

In den Warenkorb



Mascha und der Bär Mascha T-shirt
★★★★★ 2
17,99 €

Kaufoptionen anzeigen



BESUCHE
BÄR
IN SEINEM
HAUS!



RETAIL

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