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BAVARIA SONOR
LICENSING

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.



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 subscibers 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

2009

Masha and The Bear — **CORE**
SEASON 1
26 X 7 #1-26

Masha's Tales — **SPIN - OFF**
26 X 5 #1-26

2012

Masha and The Bear — **CORE**
SEASON 2
26 X 7 #27-52

Masha and The Bear — **CORE**
SEASON 3
26 X 7 #53-78

Masha's Spooky Stories — **SPIN - OFF**
26 X 5 #1-26

2015

Masha's Songs — **MUSICAL CORE**
SEASON 4
13 X 7 #79-91

2019

2017

2020

Masha and The Bear — **CORE**
SEASON 5
26 X 7 #92-114

Masha and The Bear — **CORE**
SEASON 5
26 X 7 #92-114
4K

2021

Masha and The Bear NURSERY RHYMES — **SPIN-OFF**
SEASON 1
26 X 3 #1-26

Masha and The Bear NURSERY RHYMES — **SPIN - OFF**
SEASON 1
26 X 3 #1-26
4K

WINTER SPECIAL
22 MIN

WINTER SPECIAL
22 MIN
4K

2022

VACATION SPECIAL
22 MIN

VACATION SPECIAL
22 MIN
4K

2023

2 MORE SPECIALS
22 MIN

IN PRODUCTION

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**

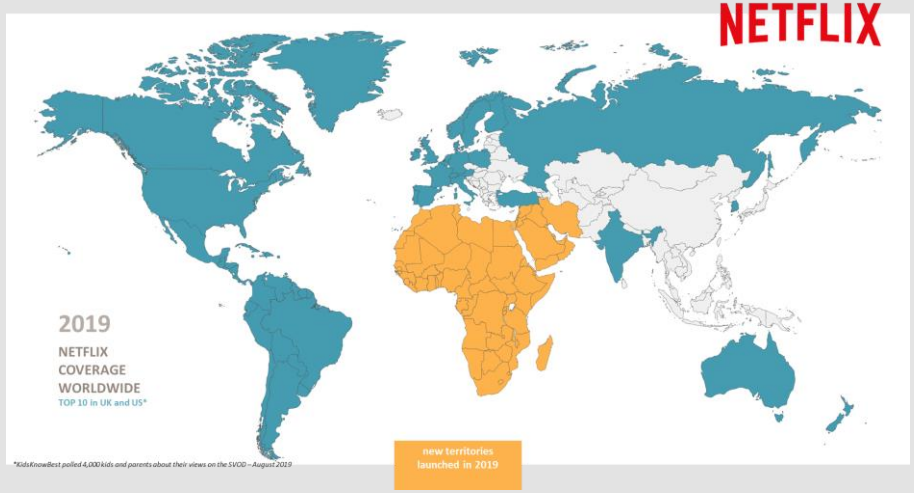
*Source: TV: AGF in cooperation with GfK, TV Scope 6.1., Online: Zensusreportingtool

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

NETFLIX



Home Ent. : Music, DVD, Audio Play:

- S1-S3 & 2 further spin offs — SONY MUSIC
- Over 16 million audio streams in total across popular platforms — Spotify, 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)**

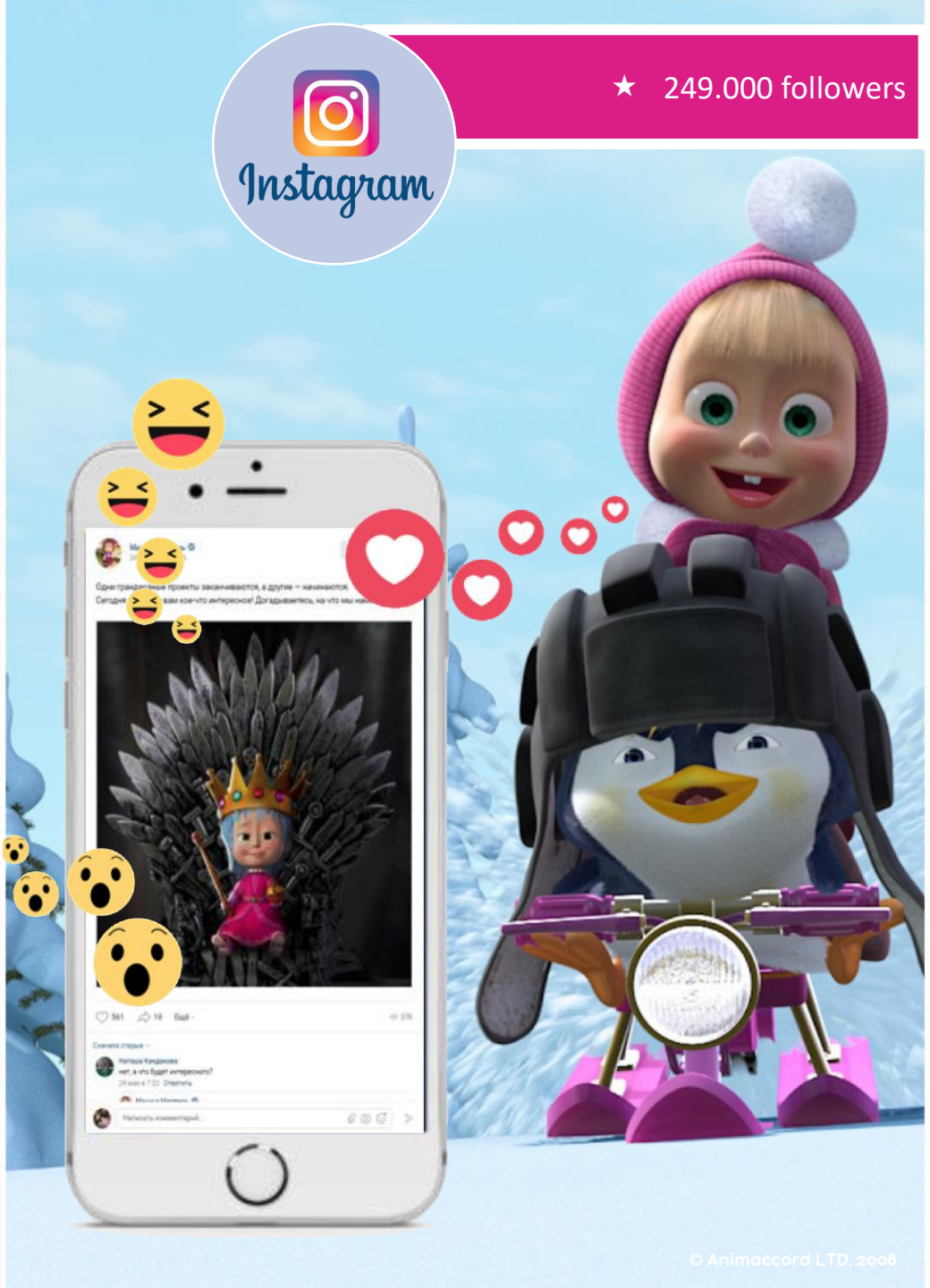
★ **140 000 000 Subscribers** (30% joined in 2020)

★ **2 860 000 Subscibers 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)

★ 249.000 followers



★ 5.500.000 followers

LANGUAGES:

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



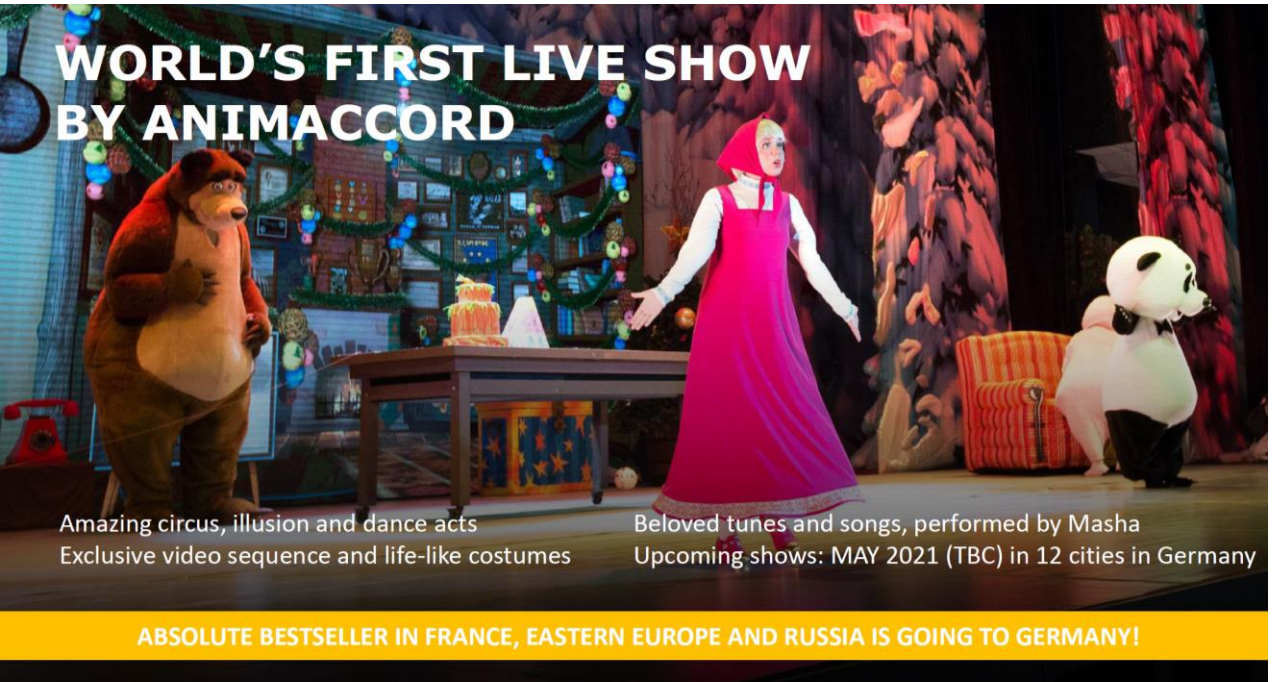
















ENTERTAINMENT

- ★ 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**

ONLINE ACTIVITIES

Youtube campaign

YouTube

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

Social Media campaign

Instagram

facebook

- ★ 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

Licensees

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

Retailer

- ★ Cross Promotion
- ★ Sweepstakes
- ★ Give aways

AR experience

- ★ Augumented Reality

Sweep-stakes

- ★ Nationwide competition

CALENDAR 2021/2022

Masha and The Bear

	Q1 2021	Q2 2021	JUL	AUG	SEP	OCT	NOV	DEC	JAN 2022	FEB	MAR	APR
Seasonal			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 (4K UltraHD)	Mascha und der Bär Die Kinderlieder: Exp. Start Masha's Nursery Rhymes	Masha's gruselgeschichten: Exp. Start Masha's Spooky Stories	KiKA von ARD und ZDF: Exp. Start 2nd batch Season 5 (4K UltraHD)	New Winter Special 22 min. (4K UltraHD)	Constantly new Style Guides available throughout the year				
Licensing			havaianas, BIG, crocs									Simba
			Own Amazon shop in shop whole year round activations									
Content			KiKA von ARD und ZDF, sky, amazon.com Prime, maxdome, kividoo, YouTube, SONY MUSIC, SRF 1									

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

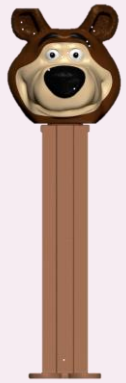


Content

KiKA von ARD und ZDF · sky · amazon.com Prime · maxdome · kividoo · YouTube · SONY MUSIC · SRF 1



















LICENSEES

Simba

crocs

PEZ

FERRERO

havaianas

spreadshirt

tonies















LICENSEES

Energizer

FUNIGLOBAL
WORLDWIDE FUN DELIVERY

Bino
world of toys

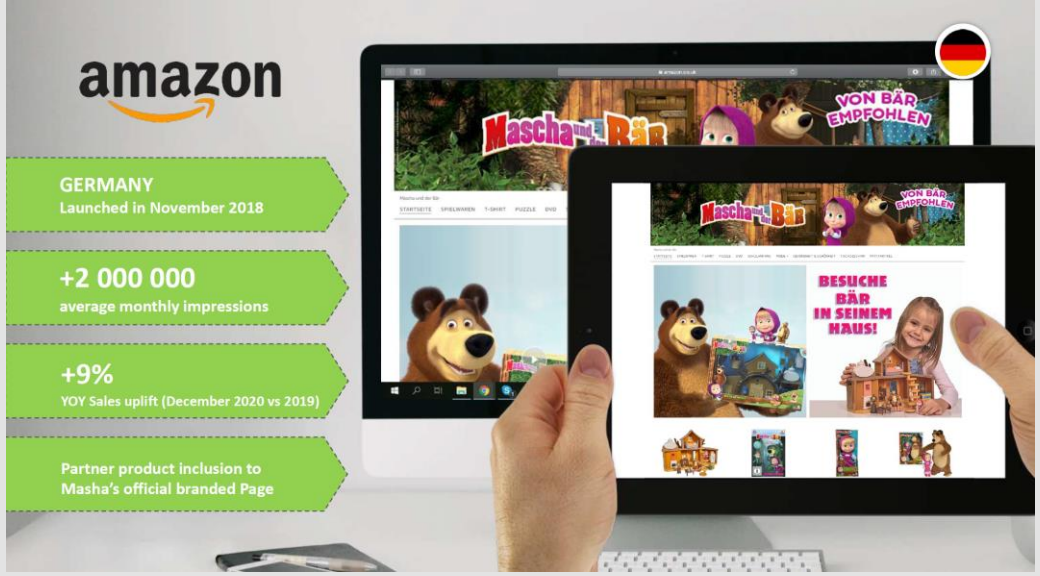
RIEGELEIN
CONFISERIE

GRABO
BALLOONS

PROCOS S.A.

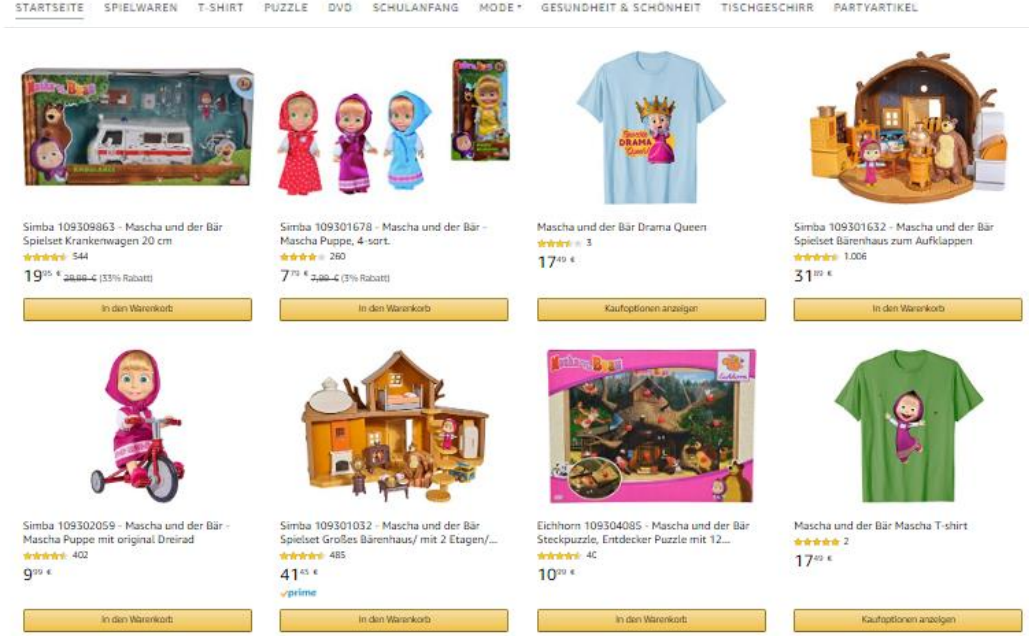
Zaini
1913

RETAIL


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
Mascha und der Bär
VON BÄR EMPFOHLEN
BESUCHE BÄR IN SEINEM HAUS!


Mascha und der Bär
VON BÄR EMPFOHLEN


myToys
Einfach alles für Ihr Kind
Suchbegriff
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 (28)
Basteln & Malen (1)
Bücher (1)
Sport & Garten (1)
Mascha und der Bär (44 Artikel)
Mascha und der Bär
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
19,95 €
Simba 109301678 - Mascha und der Bär - Mascha Puppe, 4-sort.
7,79 €
Mascha und der Bär Drama Queen
17,49 €
Simba 109301632 - Mascha und der Bär Spielset Bärenhaus zum Aufklappen
31,89 €
Simba 109302059 - Mascha und der Bär - Mascha Puppe mit original Dreirad
9,99 €
Simba 109301032 - Mascha und der Bär Spielset Großes Bärenhaus/ mit 2 Etagen/...
41,45 €
Eichhorn 109304085 - Mascha und der Bär Steckpuzzle, Entdecker Puzzle mit 12...
10,79 €
Mascha und der Bär Mascha T-shirt
17,49 €
In den Warenkorb
Kaufoptionen anzeigen


Mascha und der Bär
BIG BEAR HOUSE


BESUCHE BÄR IN SEINEM HAUS!

RETAIL

LIDL

amazon

REWE

DEICHMANN

myToys
Einfach alles für Ihr Kind

Müller

SPIELE MAX

real,-

DÄNISCHES BETTENLAGER

Carrefour

SMYTHS

MIX Markt















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