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ABOUT

Panini is a **global brand** with loving & loyal fans among all genders & generations

- ★ Founded 1961 in Modena, Italy
- ★ **Nr. 1 in industry:** global leader in stickers and trading cards
- ★ Sales: **> 1 billion Euros** 2018
- ★ **450M sticker packets per month** at peak periods
- ★ **+50M** active collectors
- ★ Active in **> 150 countries**
- ★ 12 subsidiaries and **> 1.200 employees**

KEYBEATS 2021

- ★ **New episodes Panini Sports Academy:**
 - ★ Episode 8: 26th March 2021
 - ★ Episode 9: Planned within European Football Championship 2021 window
- ★ **Panini's 60th anniversary**
- ★ **NEW style guide** launch 2021

TARGET GROUP

Kids, parents, retro fans, adult women & men, football fans

CONTENT

- ★ **Panini Sports Academy new episodes**
 - ★ Episode 8: 26th March 2021
 - ★ Episode 9: Launch planned within European Football Championship 2021 window
- ★ **> 1.000 collectibles** onto the market every year
- ★ Collector's products: Stickers, Trading Cards, Trading Card Games, Fotocards, 3D Extra Packs
- ★ Publishing products: > 7.000 comics, magazines, partworks and books annually
- ★ Panini apps and interactive website
- ★ **NEW:** Brand licensing website
<https://licensingout.paninigroup.com/>





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ABOUT

PANINI SPORTS ACADEMY is a modern and contemporary audio play series in which the characters face the typical growing up situations: teenage, challenges, choices, problems, adventures, and most of all, dreams.

All characters share a **pure passion** for sports, the **hope** in pursuing their dreams.

In **PSA** sports play a pivotal role of **connecting and unifying people**.

PANINI SPORTS ACADEMY is a place where **teenagers** grow up cultivating their passions and following their dreams.

TARGET GROUP

Kids 7-12 years, soccer fans, parents, grandparents

CONTENT

- ★ Produced by Leonine Distribution GmbH
- ★ Territory: GAS
- ★ Runtime: approx. 45 min. per episode
- ★ First print run: 15.000 copies
- ★ Since July 2020
- ★ Digital & physical distribution
- ★ **New episodes**
 - ★ Episode 8: 26th March 2021
 - ★ Episode 9: Launch planned within European Football Championship 2021 window

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