EMEA

April 2022

The most influential contemporary kids' entertainment company

"100 Billion Views And Counting: 'CoComelon' Is Absolutely Dominating Netflix And YouTube"

Forbes

"Old dogs like Nickelodeon are out; Moonbug is in"

THE VERGE

"The New King of Kids TV Gets 7 Billion Views a Month on YouTube"

Bloomberg

"Toy Industry Looks to YouTube Talent for Next Generation of Merchandise"

WSJ

"Space mission: How Moonbug Entertainment's rocketing success is disrupting the pre-school space"

Licensing.biz

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The next generation entertainment company

Audience behavior has changed, and technology has evolved. By merging world class creative with data insights, we create the most relevant and desired entertainment brands.

20
Individual IPs

1,000+
Hours of content

27
Languages

°360 Partnership with leading brands

moonbug

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moonbug

CoComelon No. 1 Toy Xmas 2020

Walmart, Amazon Target sold out

Monthly views

6bn

9/10

US & UK households with under 5 year-olds watching Moonbug shows

Award winning programming

No. 1 kids' brand on YouTube

CoComelon is both the most viewed and subscribed kids' show

No. 1 show on NETFLIX

CoComelon longest ranking top 10 show on Netflix - ever

+150m

audio streams per month

Content on

+100

platforms globally

No. 1 Spotify

Moonbug Music #1 kids' brand

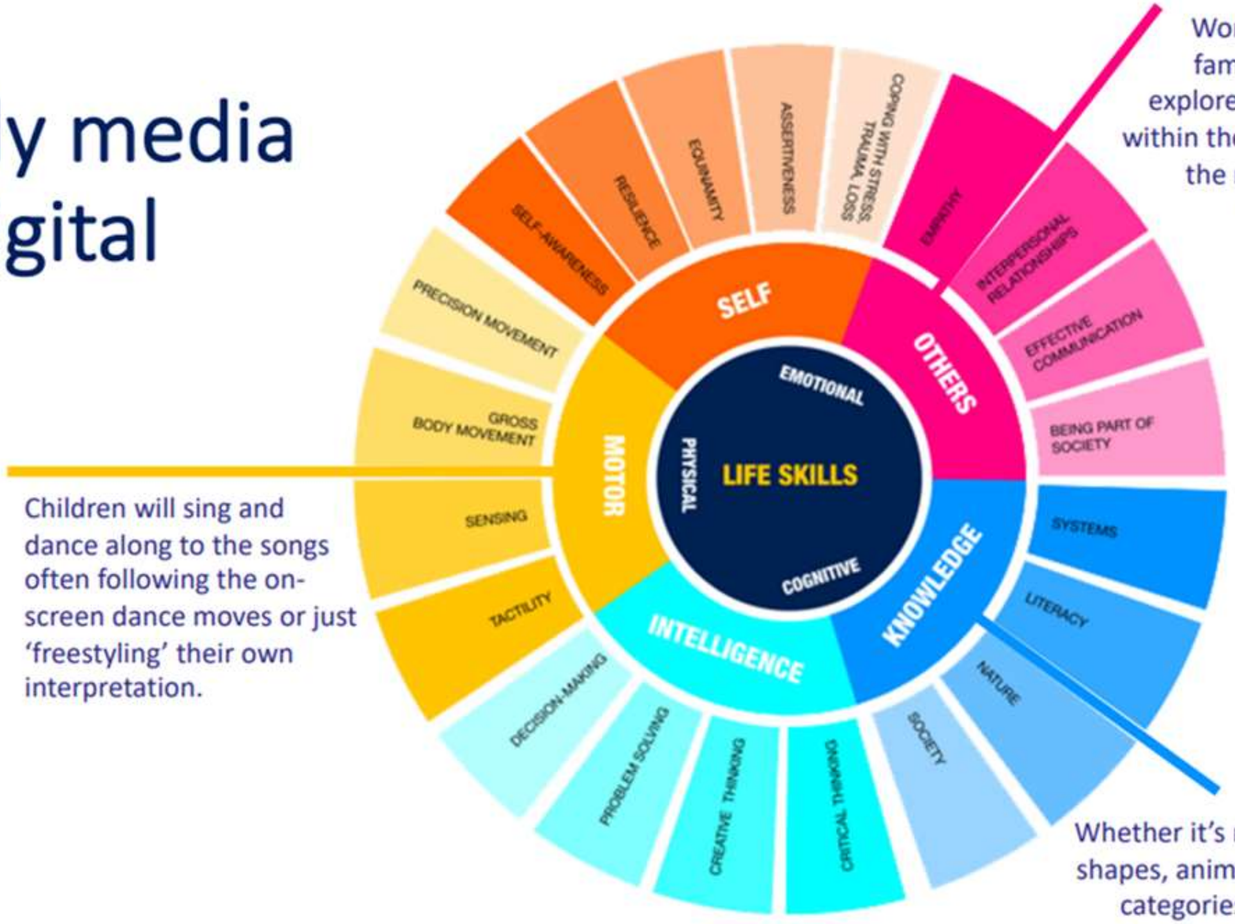
Current portfolio

20

Individual IPs

A leading family media company on digital platforms

Children will sing and dance along to the songs often following the on-screen dance moves or just 'freestyling' their own interpretation.



Worlds are set within family structures and explore the relationships within the family as well as the relationships with others in society.

Whether it's numbers, colours, shapes, animals or many other categories, Little Baby Bum content broadens a child's knowledge about the world around them.

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The DNA of Our Brands

Parents like it because it...

- Develops Knowledge
- Shows empathy, kindness and good character
- Safe and appropriate

Our content is...

- Colorful
- Catchy
- Recognizable
- Interactive
- Educational
- Entertaining

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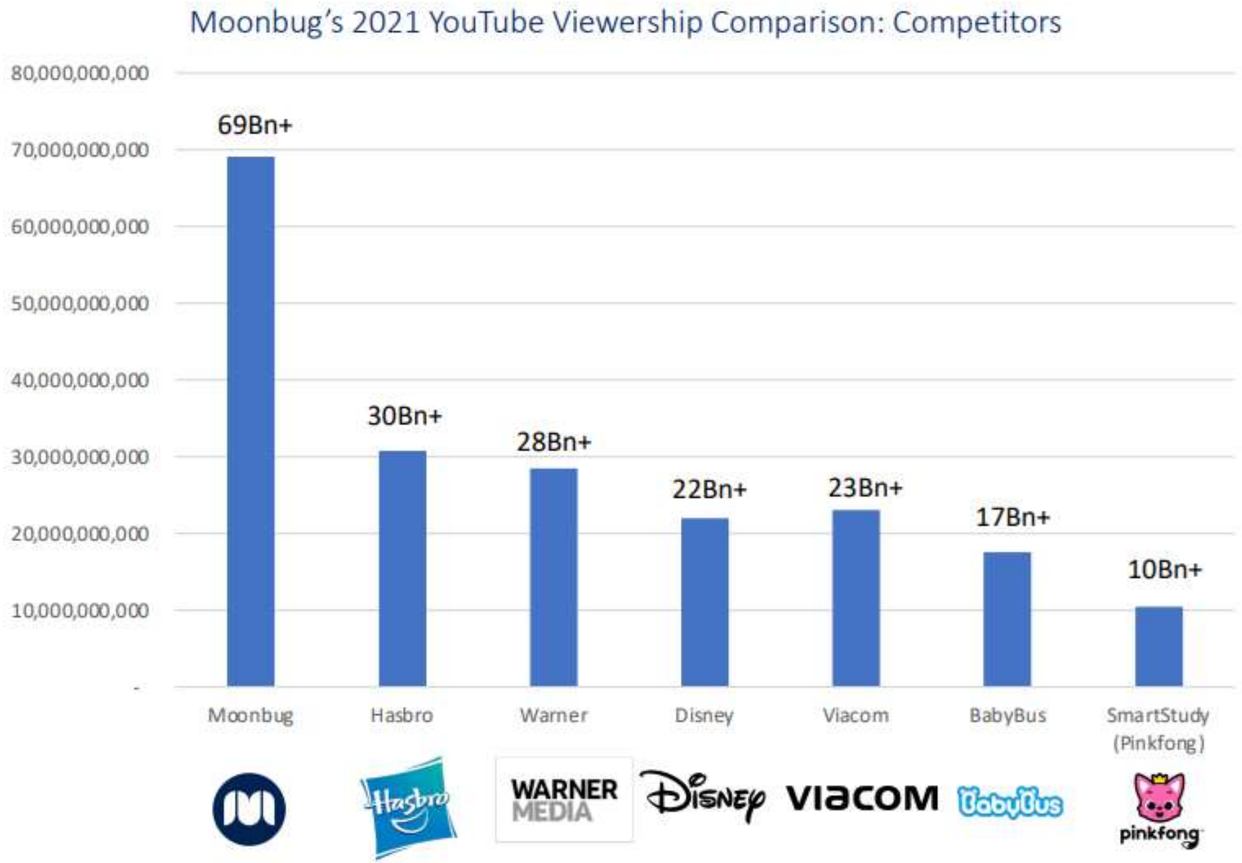
Global portfolio of family brands with unprecedented reach

+6bn
Monthly Views

Content on
100+
platforms globally

Viewing in
238
territories globally

+120m
Monthly audio streams



Sources: Moonbug Numbers & Ranking Sep 2021; YouTube Analytics; Tubular. Note: (1) US and UK viewing statistics based on families with children aged 0-5, per Moonbug global market research and surveys.

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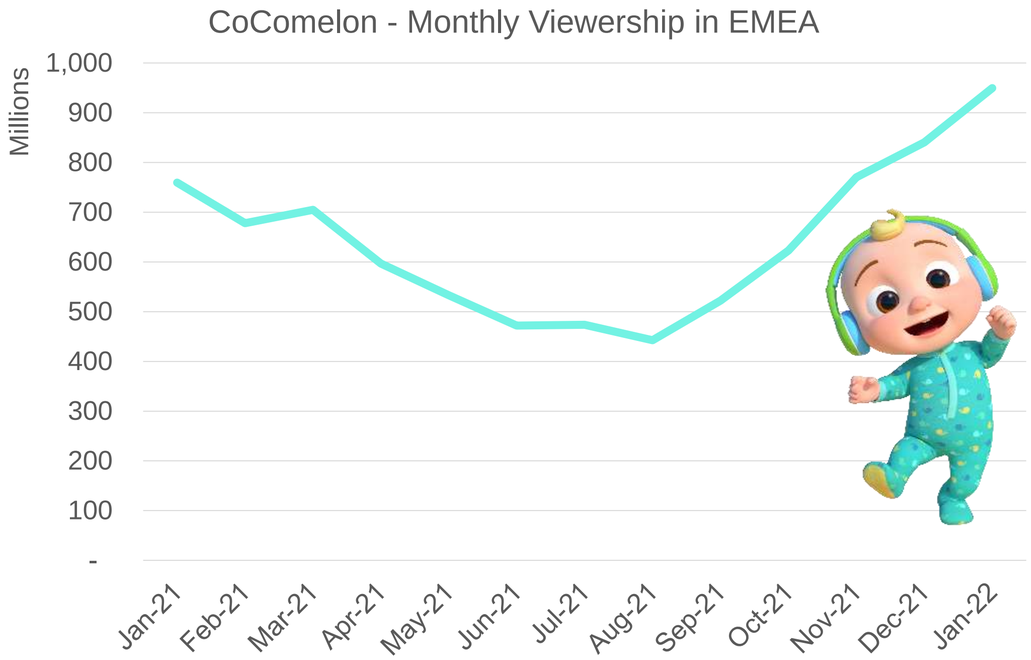
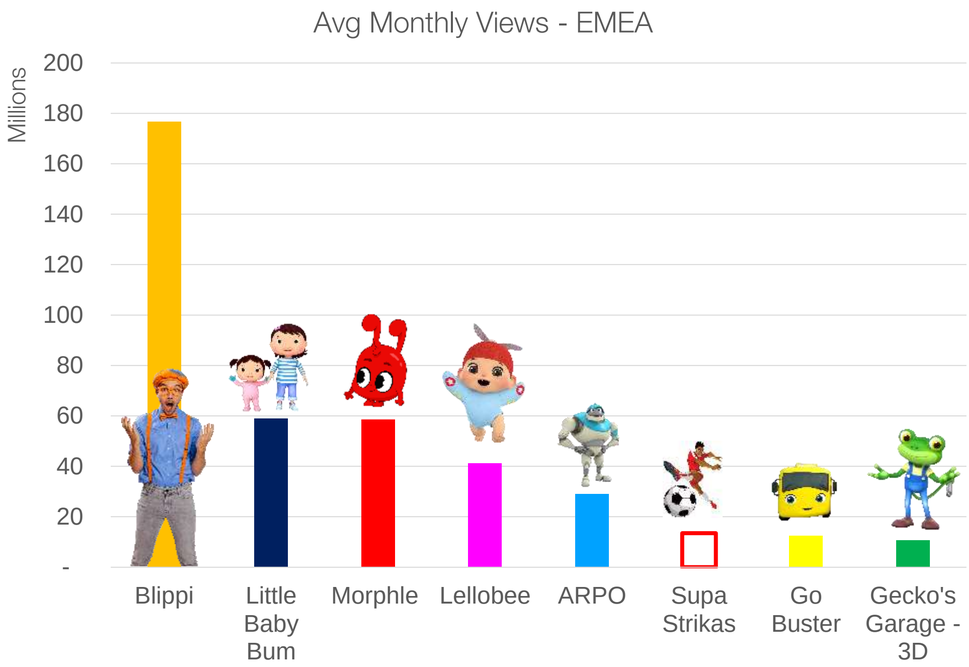
Moonbug IPs received 16Bn views in EMEA over the last year





Data From Tubular and YouTube CMS

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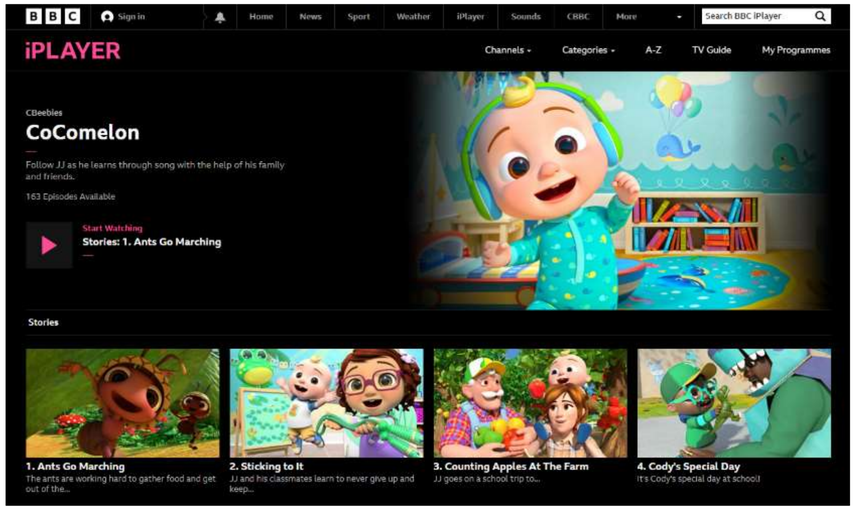
Moonbug IPs perform well on UK streaming platforms

BBC iPlayer



CoComelon has had 69m iPlayer requests in the first six months since launch (Jun-21)

This equates to more than 4.3m streaming hours on the platform

NETFLIX

Blippi - reached no.3 in the UK after two weeks of being on the platform (Jan 14th 2022) and has been consistently in the top 10 since then

CoComelon - has been a consistent top 3 IP on Netflix since 2020 (98 consecutive days in the top 10)

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The channel is already launched successfully

June 2020

sky

Moonbug SVOD Channel launched Sky Kids UK & Ireland

July 2021

ערוץ הילדים

Moonbug linear and SVOD Channel on BIGI, part of Nova Israel

July 2021

MEDIASET

SVOD Moonbug Channel launch on Mediaset Italia

Sep 2021

Cignal

Moonbug Linear Channel Cignal Philippines

Dec 2021

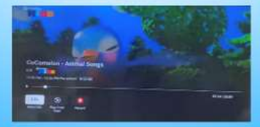
osn

Linear Moonbug Channel launched on OSN, Middle East

Jan 2022

astro

Linear Moonbug Channel launch on Astro Malaysia



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The Premium Pre-School Kids Channel

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ALTERNATIVE (1): 24/7 LINEAR CHANNEL

moonbug Kids channel:

Key features

- Premium, modern, fresh pre-school children's linear 24/7 channel
- 20 x IP including CocoMelon, the #1 preschool children show globally
- Quick turnaround: 6 weeks from agreement to channel launch
- Curated by experts in the kids' space
- Structured schedule: bedtime, educational, active slots
- 175 hours of content at launch & monthly renewal & seasonal stunting

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ALTERNATIVE (1): 24/7 LINEAR CHANNEL

moonbug Kids

Structured 24/7 schedule with strong brands for weekdays, weekends and special days

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ALTERNATIVE (1): 24/7 LINEAR CHANNEL

moonbug Kids

Access to world’s most performing digital kids’ brands on 24/7 linear channel which is meticulously scheduled meeting both kids’ and parents’ needs.

Access to existing fan base in by selecting the best performing brands to boost subscriber acquisition and retention to the platform.

Supporting 24/7 channel with specially curated SVOD for the platform.

Outperforms any other kids players and brings better value for money.

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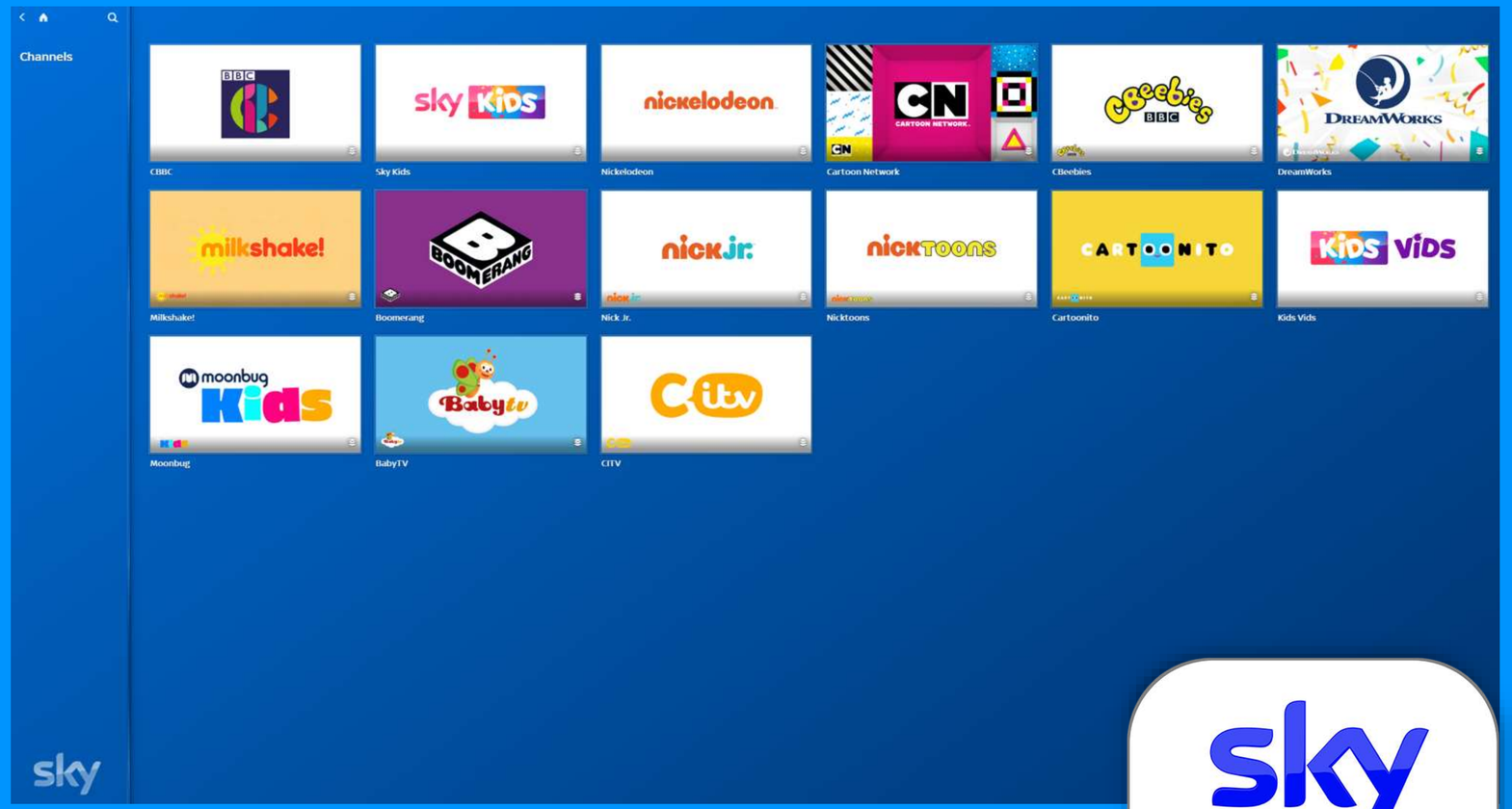
ALTERNATIVE (2): VOD CHANNEL

A branded Moonbug VOD channel containing all Moonbug IPs



Access to the globally established Moonbug brand as a recognized, trusted curator for kids

Access to the full Moonbug catalogue and new titles

Constant refresh during the license period

Seasonal stunts relevant to the region

Ability to swap titles according to performance

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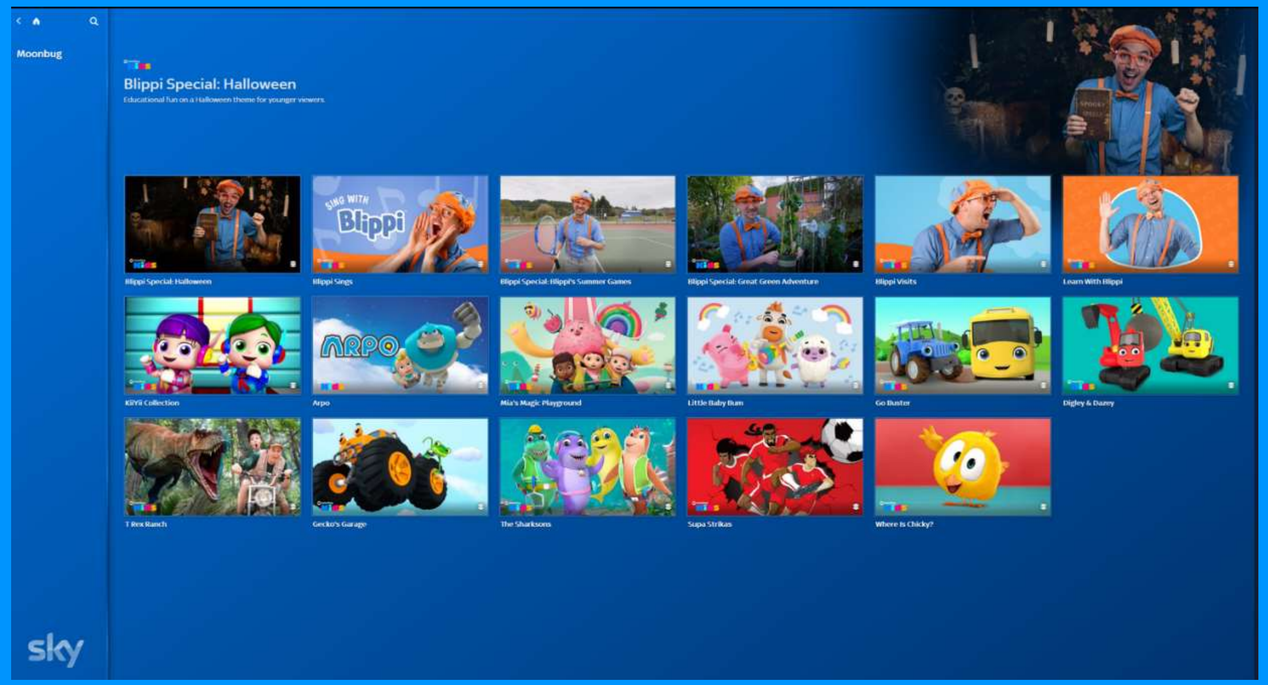
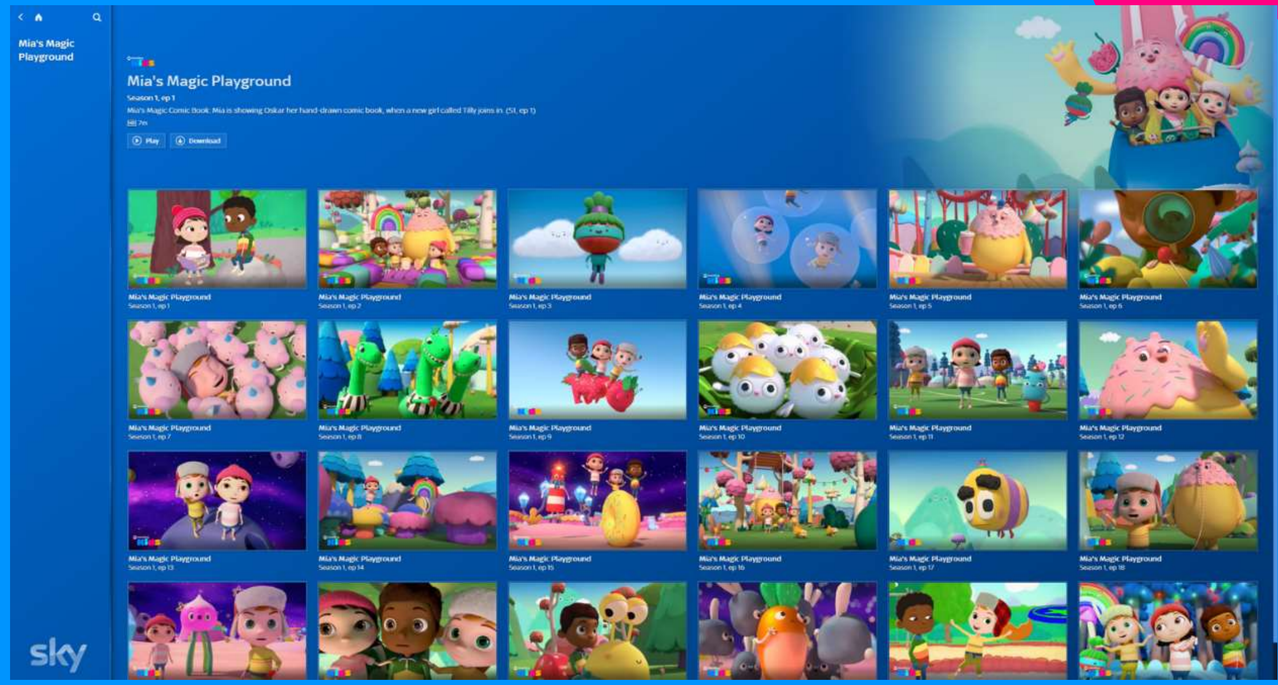
ALTERNATIVE (2): VOD CHANNEL





Once clicked into the Moonbug channel, Sky subscribers get a selection of content sorted by brand, known as a ‘branded homepage’.

In the branded homepage, the user will get access to all the content of a specific brand licensed in this space

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Screening Room

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moonbug Kids

In the town of CoComelon, baby JJ and his siblings go on fun every-day adventures with nursery, play, exploration, and learning - situations that any preschool child can relate to.

Fun, educational, value-based stories set to toe-tapping songs.

+650m average monthly views, 7.7Bn views in the last year. #1 Youtube Kids channel, ranks in the TOP 10 on Netflix US and UK Kids. Available on 31 platforms across EMEA with up for 20% of global CoComelon views.

Ages 2-4 52% Girls, 48 % Boys	Song based animation +200 episodes x 3min	English

Links to videos:

https://www.youtube.com/watch?v=WNBJA-xDSXk

https://www.youtube.com/watch?v=WNBJA-xDSXk

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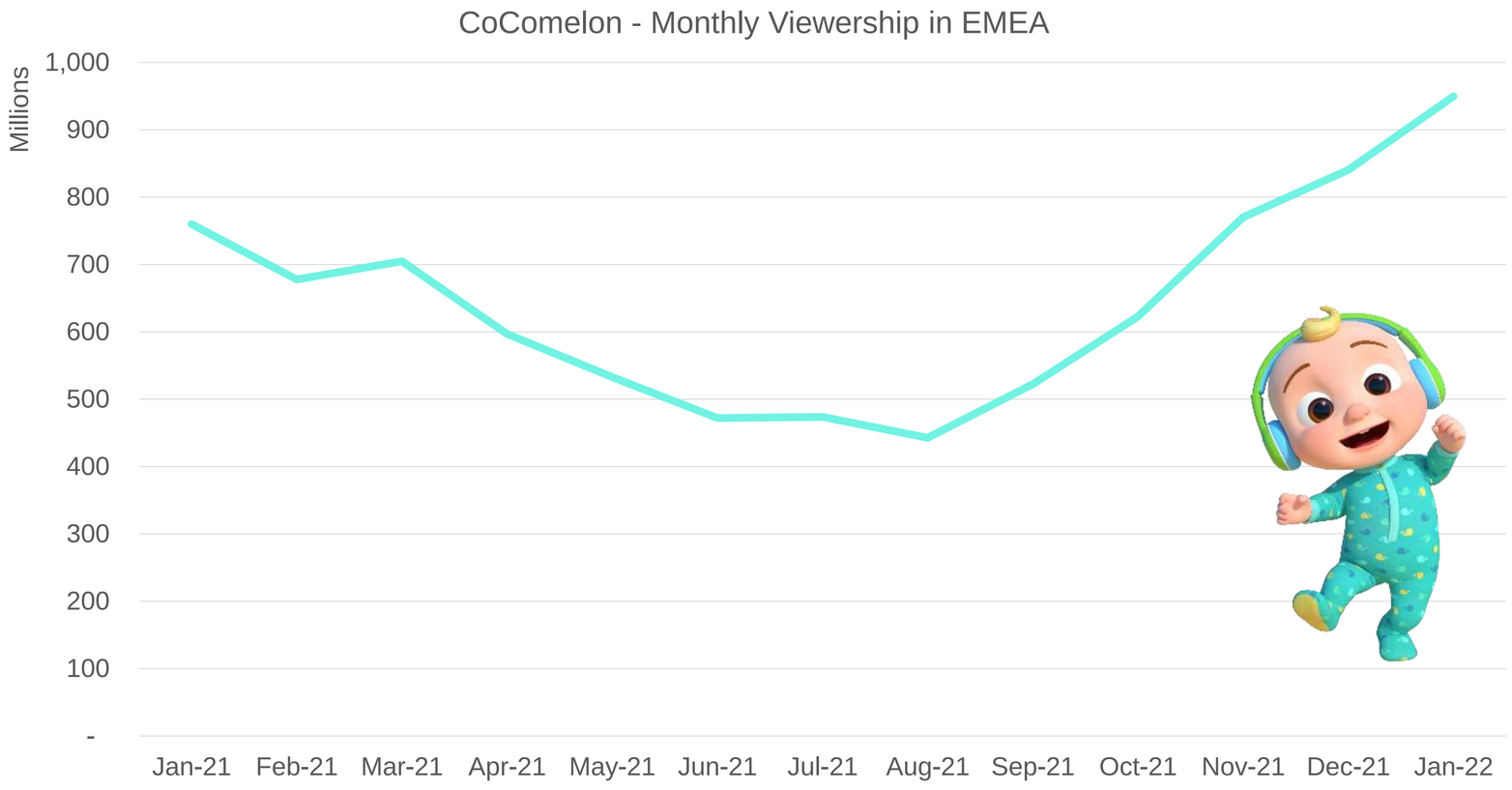
The largest IP in EMEA, CoComelon was viewed 7.7Bn times in the last year growing by 25% YoY.

In January 2022 monthly viewing reached 950m



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moonbug Kids

Blippi takes young viewers on incredible field trips to exciting places such as museums, playspaces, nature parks, and zoos, making new friends along the way. Animated series allows us to take Blippi places couldn't normally go in live-action.

Safe, Playful, Curious, Learning through entertainment.

+215m average monthly views, 2.7Bn views in the past year
Ranks in the TOP 10 on Netflix US and UK Kids. Blippi is on 12 platforms across EMEA with 21% of viewership.

Ages 2-5	Live Action +200 episodes x 12-15 min 8 episodes x 45 min	English
49% Girls, 51 % Boys	Animated Series 26 episodes x 3 min	

Links to videos: https://www.youtube.com/watch?v=J7qNMnq8RXI

https://www.youtube.com/watch?v=485b3jUgTv4&list=PLzgk_uTg08P8cbAnY7KAoF2C3r4_FCpji&index=6

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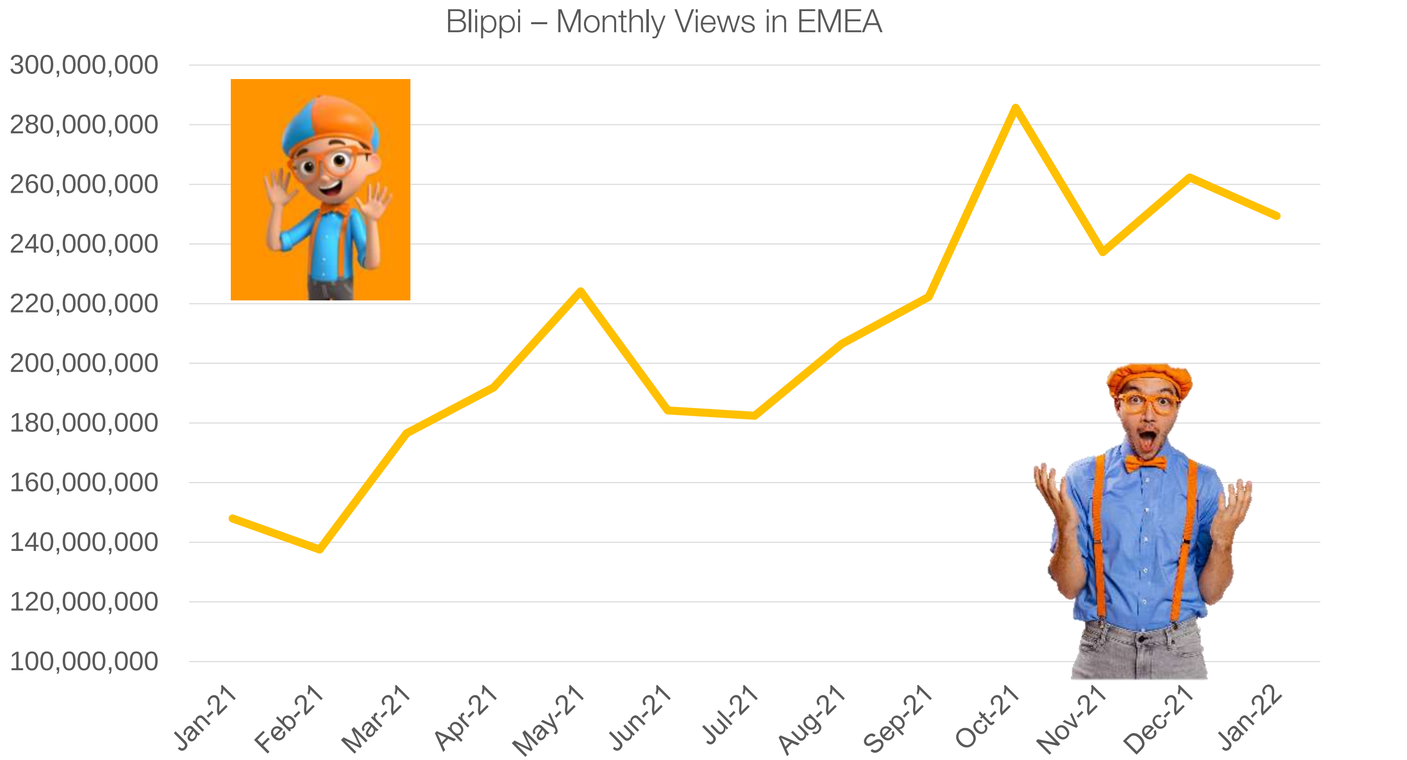
moonbug Kids

Blippi

Blippi Wonders

Blippi broke records, reaching 262m views in Dec-21 across EMEA.

The viewership has grown by 68% YoY (Jan21-Jan22), making it the 2nd fastest growing Moonbug IP in EMEA.



Data From Tubular and YouTube CMS

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moonbug Kids

ARPO

ARPO is a de-commissioned military robot who becomes a doting nanny to a trouble-magnet baby. He comes fully equipped with a paraphernalia of tools to care for baby Daniel. Hilarity ensues as ARPO often overreacts to the perceived threats of suburban life, including a mischievous squirrel, a rival baby, a neighborhood kid and many more…

Humor, caring and nurturing, friendship, problem-solving

+31m monthly views in EMEA, 380m views in the last year. Arpo is on 9 platforms across EMEA, including an original with Amazon prime. 26% of global Arpo views come from EMEA.

Ages 3-7 39% Girls, 61 % Boys	3D CGI animation. 26 episodes x 3.5 mins 39 episodes x 1.5 mins	English No Dialogue

Links to videos:

https://www.youtube.com/watch?v=Y7RSgJjzfuw

https://www.youtube.com/watch?v=TPrPtlp3I20

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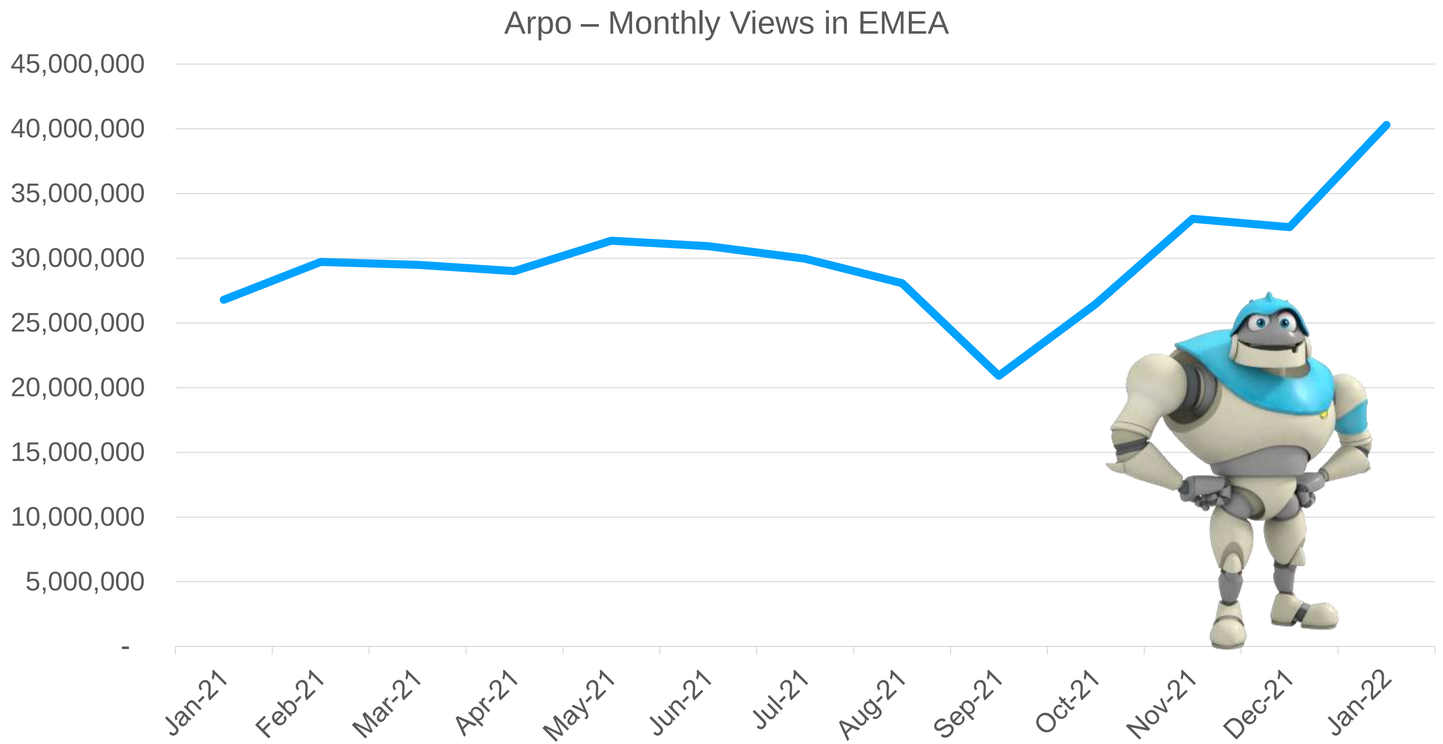
EMEA makes up the largest proportion of viewership in Arpo than any other IP.

In the past 3 months, Arpo has averaged 35m monthly views!



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moonbug Kids

gecko's GARAGE

Gecko’s Garage is the repair shop that cares. Run by cheerful mechanic Gecko, and his trusty robot sidekicks The Mechanicals, the garage takes care of all the vehicles in town and keeps them running smoothly.

Friendship, Imagination, Compassion, Fun

+13m views per month in EMEA, 165m views in the last year.
Moonbug’s fastest growing IP in EMEA (850% YoY)
Top performer Moonbug title on Sky UK. EMEA makes up 22% of global Gecko’s Garage viewership.

Ages 3-6	2D, 3D animation. 135 x 2 mins (2D) 52 x 2 mins (3D)	English

Links to videos:

https://www.youtube.com/watch?v=dq9anwAzkOs

https://www.youtube.com/watch?v=TPrPtlp3l20

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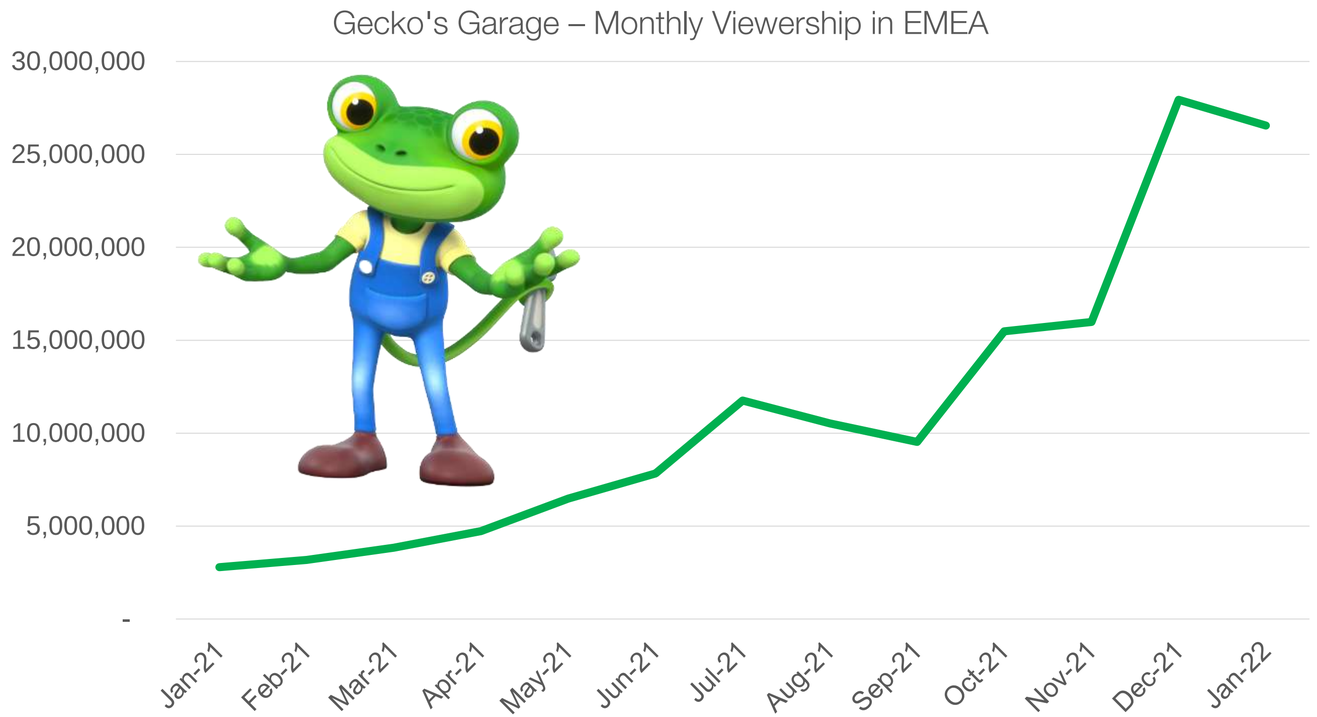
moonbug Kids

gecko's GARAGE

In Q1-21, Gecko's garage averaged 3.2m views per month.

In the last two months, Gecko's monthly average is now 27m views.

Gecko's Garage is Moonbug's fastest growing IP in EMEA.



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moonbug Kids

Fun and engaging content for kids featuring classic and new nursery rhymes. Animation with an educational spin that teaches children important life skills as well as resilience, compassion and kindness. A world where animals can dance, buses are friends and rainy days are never boring.

First experience, sensorial, family and friendship.

80m views per month in EMEA, 924m views in the last year. #2 Youtube Nursery Rhymes channel, following CoComelon +100M subscribers globally. LBB is on 15 platforms across EMEA with 18% of its global viewership.

Kids 12 to 24 month, their parents and caregivers.	Song based animation +250 episodes 2’ approx.	English

Links to videos:

https://www.youtube.com/watch?v=jnMKsvyffSc

https://www.youtube.com/watch?v=ji5k1Bsi5J0

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moonbug Kids

Set on Lellobee Farm that is looked after by Mei: a bright, music and food-loving grandmother. Mei enjoys teaching her adventurous granddaughter Ella all the wondrous magic and fun of the farm. While most of the episodes set on the farm, we will expand and move beyond to explore the city around it.

Friendship, community, diversity, learning.

+46m views per month in EMEA, 560m views in the last year. Built from the success of Little Baby Bum.
EMEA makes up 23% of global Lellobee viewership.

Ages 2-5 56% Girls, 44 % Boys	Short form and music-based animation 30 episodes x 2 min	English

Links to videos:

https://www.youtube.com/watch?v=3vJmaQ22XFI

https://www.youtube.com/watch?v=rvBf1u7wMs0

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moonbug Kids

Follow the adventures of 5-year-old Mila and her magic energetic per Morphle who can morph into anything Mila dreams up: a sweet puppy, a giant truck, a cool dinosaur or anything that Mila's playful mind imagines. Mila loves and takes care of Morphle. She shows him everything she knows about the world, especially how to have fun.

Fun lessons about friendship, problem-solving and creativity.

66m views per month in EMEA, 790m views in the last year
Available on 9 platforms across EMEA making up 20% of global Morphle viewership.

Ages 2-5 52% Girls, 48 % Boys	2D animation. 385 x 4 mins (approx.) 35 x 2min (approx.)	English No Dialogue

Links to videos: https://www.youtube.com/watch?v=LrZ7RoCK_K4

https://www.youtube.com/watch?v=Q1IjAXh9Quo&list=PLmwpvieHKxgFzluZnoe1uCfSNxlfTW1I5&index=100

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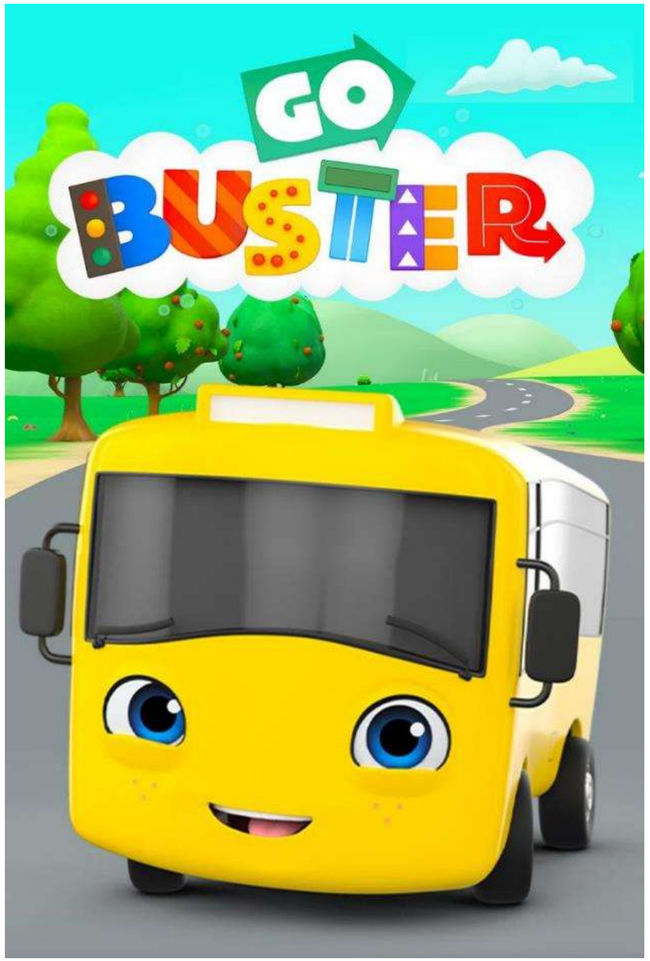
moonbug Kids

Go Buster is a fun vehicle adventure show about Buster, a fun-loving and inquisitive 6-year-old bus! Through Buster's adventures around town, we follow him as he faces and overcomes obstacles. Learning about the world around him… all whilst having great fun with his family and friends!

Creativity, imagination, problem solving, emotional learning

14m views per month in EMEA, 171m views in the last year
Go Buster is on 11 platforms across EMEA including a YouTube original Christmas special!
EMEA makes up 21% of Go Buster viewership.

Ages 3-5	3D animation.	English
56% Girls, 44 % Boys	195 x 2 mins (approx.)	



Links to videos:

https://www.youtube.com/watch?v=xN1eGzM6xZA

https://www.youtube.com/watch?v=3nytfuv95PQ

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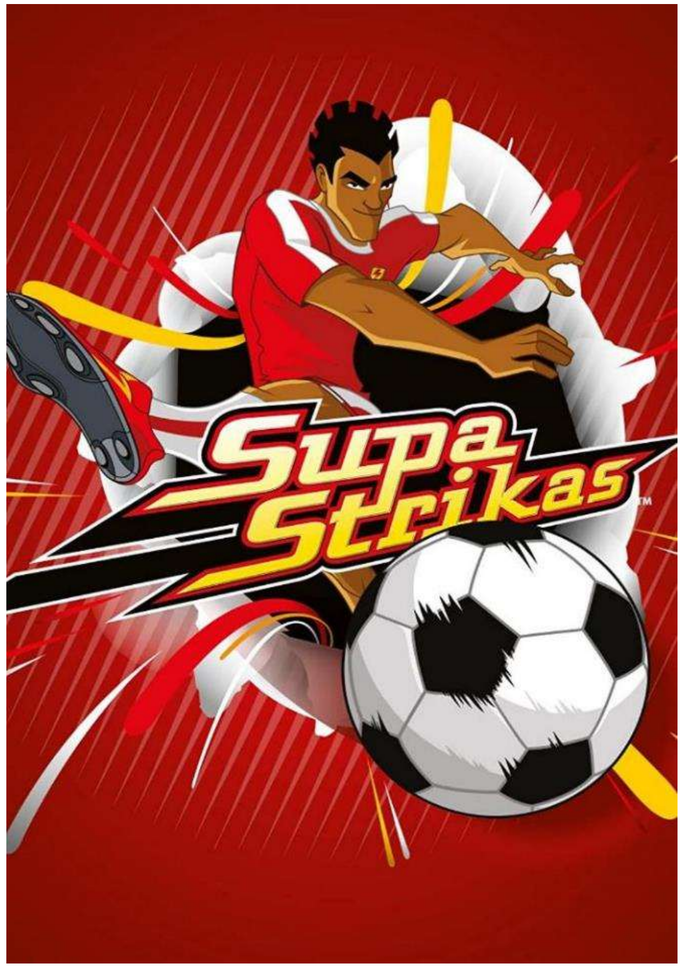
moonbug Kids

Supa Strikas combines humor (often in the form of Shakes' best mate, Spenza), action, technology and exploration in the context of a real soccer challenge. The stories are usually positive life messages that deal with self-actualization, fair play, teamwork and respect.

14m views per month in EMEA, 167m views in the last year
Available on 16 platforms across EMEA, behind only CoComelon in distribution.
EMEA makes up 30% of global viewership, the most out of any IP.

Ages 3-7	Animation. 7 seasons (13 episodes x 22 min)	English



Links to videos:

https://www.youtube.com/watch?v=TDhdx2wbyLY&t=4s

https://www.youtube.com/watch?v=1MaudbS9ym0

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Thank you !