

# MOONZY

LET'S BE BEST FRIENDS







Born on the Moon, Moonzy came to the Earth to find a new home and make friends with local inhabitants. Moonzy and his friends help kids and parents to understand the social value of diversity and friendship, and overcome the biases in a humorous and soft way.



# MOONZY

## THE STORY

Episodes 503×6'  
New season each 12 months!  
In production 26×6'  
Genre: Adventures, edutainment  
Structure: Vertical  
Age Group: 2-4

Moonzy is discovering his new home: a lovely forest meadow. The first seasons are devoted to Moonzy learning the basic concepts in social relations. Further stories unfold around events and adventures of everyday life.





# CONTENT

Seasons 2006-2017  
2D 452 X 6 min  
ready for delivery

**NEW SEASON 3D**  
26 X 6 min In production,  
Delivery: 13 eps 2020,  
13 eps 2021

**Holidays Special.**  
Coming  
December  
2020

Seasons 2017-2018  
2D 52 X 6 min  
ready for delivery







# MOONZY

Moonzy is a little alien from the Moon. Despite his unusual looks and behaviour, he makes a lot of friends among local creatures thanks to his kind nature.



# MOONA



Meet Moona! The second main character from the Moon introduced in episode 509.

Moona is a modern girl, vigorous, a bit mischievous and always ready to start a new adventure. How will Moonzy get along with Moona?



# MOONZY

## EPISODES



The first seasons of the series are devoted to Moonzy coming to the new world, discovering it, and learning the basic concepts in social relations. Further stories unfold around events and adventures, various twists and turns of everyday life with a light moral conclusion at the end. Each episode starting from the pilot features a single story, so the series can be watched and enjoyed in any order.





# MOONZY

## SYNOPSIS

### Rock garden

There are many different types of gardens, even rock gardens. But this garden is not what everyone is used to - it is not for growing things, it is made for philosophical discussions and Moonzy and his friends are ready to analyze and debate.

### Guests from the future

Weebee is trying hard to write a sci-fi novel but he has writer's block. Moonzy feels for his friend and suddenly strange creatures who speak an unknown language appear in the meadow. They're visitors from the future!

### Weather forecast

Woopsie broke the weather forecast station and everyone is annoyed. So what? The caterpillars can easily forecast the weather themselves - they have a special method! It is always sunny now and looks like nothing can ruin the evening of waltzing fireflies. But Skip has his concerns and Moonzy will have to act quickly.

### Grandmas know better

Skip's two grandmas are both visiting at the same time and they have very different opinions on what is the best for their grandchild.





# MOONZY

## CHARACTERS

### WOOPSIE AND POOPSIE



Mischievous but never mean

### DOTTIE



Strong · Loyal  
· Always keeps her word

### BUTTERFLIES



Beautiful Airy

### SKIP



Funny · Active  
· Always loves to compete

### WEEBEE



Hardworking · Logical  
· Loves to learn



# MOONZY

## MOONZY'S WORLD



The world of Moonzy is open, kind and generous. Lovely insects, plants, berries and flowers bring the perception closer to the kid's eye-view and facilitate dialogue through images.





## MOONZY'S WORLD



Nature's bounty grants new opportunities for fun around every corner: by the pond, and sand dunes, in the caves, on the cliff, in the fields and even underwater!





**China: Shanghai**

Shanghai Media Group Distribution



**Russia:**

Karusel TV Channel Moscow  
Melnitsa in St. Petersburg  
Production



**USA: Los Angeles**

Paul Pimenta  
Scriptwriter/Editor



**USA: New York**

DuArt Media Services Dubbing



**Denmark:**

Ink Global Distribution





(FORMER YUGOSLAVIA, 2020)



(MENA, OCT 2019)



(CHINA, JAN 2020)



(POLAND, OCT 2019)



(PORTUGAL, 2019)



(RUSSIA)



(RUSSIA)



(RUSSIA)



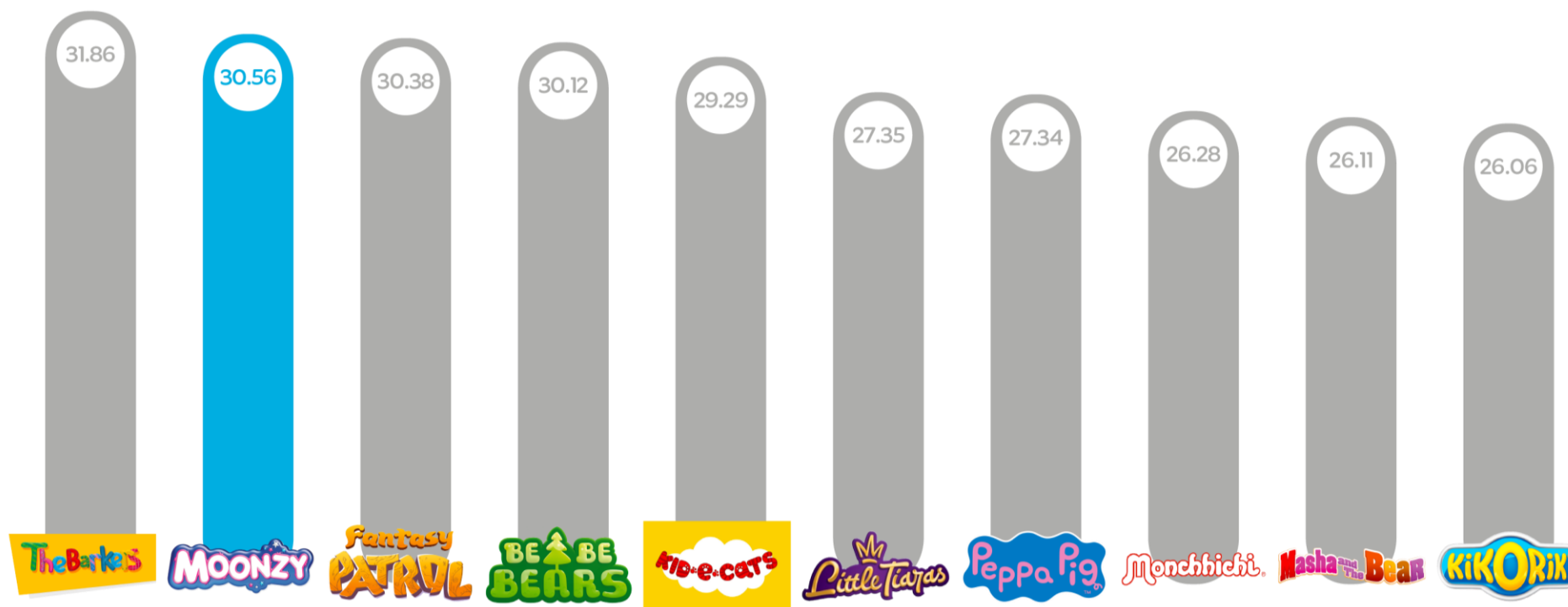
(RUSSIA)

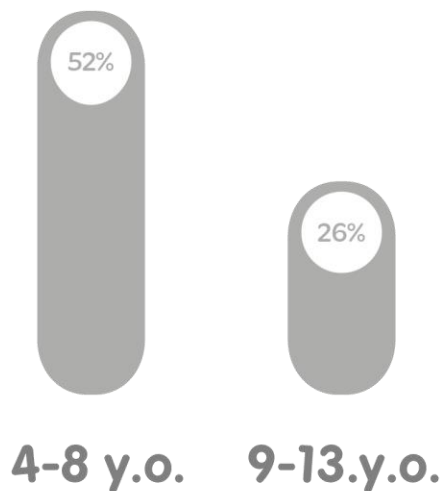




# TOP 10 on Karusel TV, 2019

Channel share, 4-11 y.o.





## Top Most Watched Animated Series, 2019

4-8 y.o.

9-13.y.o.

#1



The Barkers

Karusel  
Rtg= 10,3%  
Shr=57,2%



Lady Bug

Disney  
Rtg= 5,3%  
Shr=32,6%

#2



Moonzy

Karusel  
Rtg= 10,3%  
Shr=57,2%



Moonzy

Karusel  
Rtg=5,1%  
Shr=34,8%

#3



Prostokvashino

Karusel  
Rtg= 10,3%  
Shr=57,2%



The Barkers

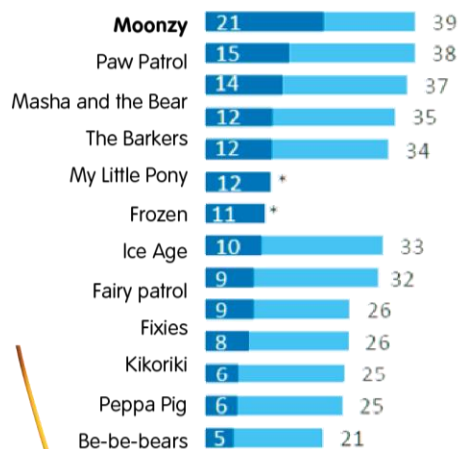
Karusel  
Rtg=5,0%  
Shr=35,3%



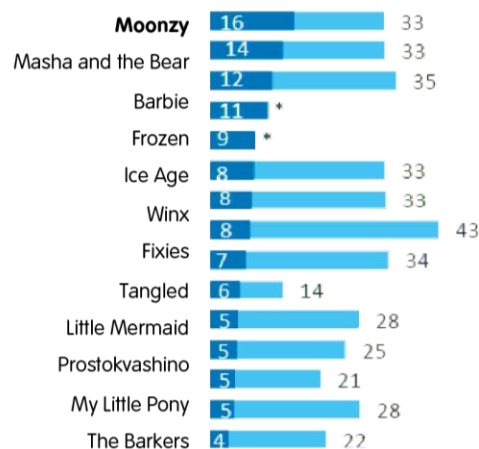


## The Most Favourite Animation: Moonzy brand loyalty

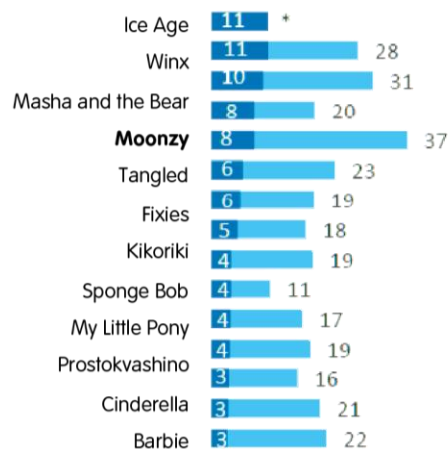
### Girls 4-6 y.o.



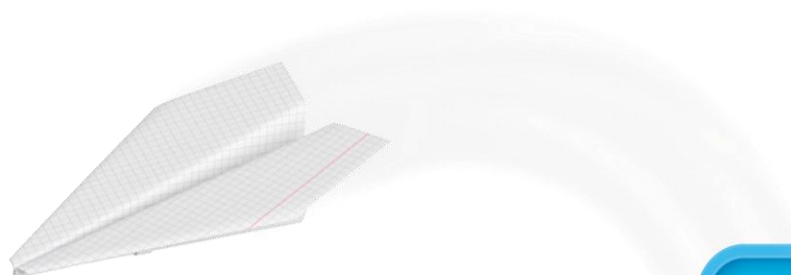
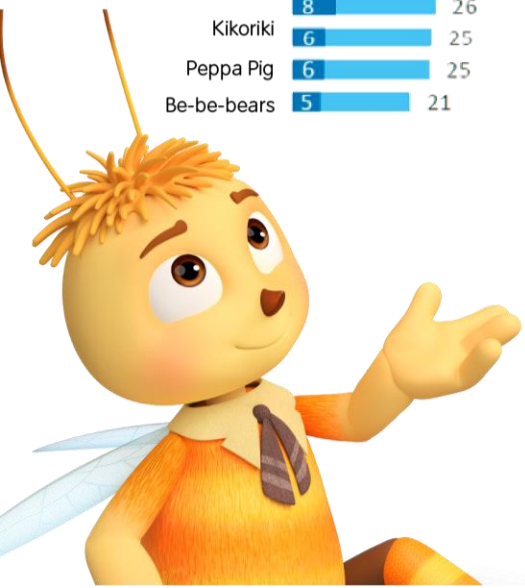
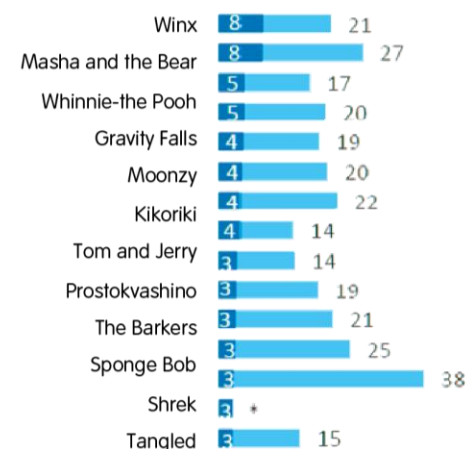
### Girls 7-9 y.o.



### Girls 10-12 y.o.

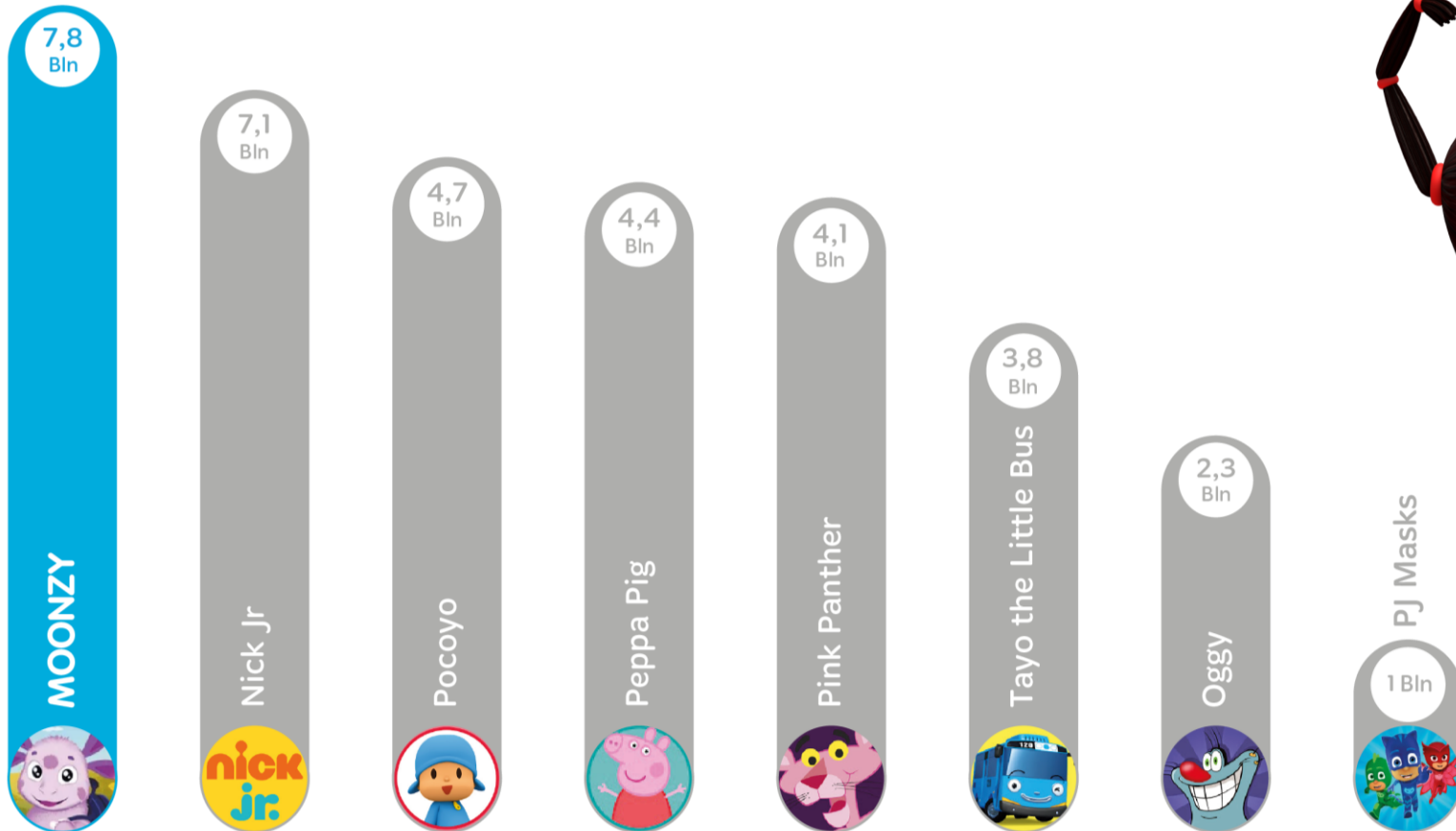


### Girls 13-15 y.o.





In top 10 animation titles, views  
50% of Views Outside of Russia



Oct 2019



# MOONZY

## PRODUCTS







Over **600** book titles with  
more than  
**6.2 mln** copies sold.

**PUBLISHING  
PARTNER**  
RUSSIA CIS

**EGMONT**  
Publishing

**KINDER  
SURPRISE  
EGGS**





PROMOTIONAL  
PARTNERS  
RUSSIA CIS

**FERRERO**

KINDER  
SURPRISE  
EGGS

# MOONZY

PROMOTIONS



Unilever



PROMOTIONAL  
PARTNERS

RUSSIA CIS



Unilever

ICE CREAM



# MOONZY

PROMOTIONS



PROMOTIONAL  
PARTNERS

RUSSIA CIS



CHOCOLATE



# MOONZY

PROMOTIONS



PROMOTIONAL  
PARTNERS  
RUSSIA CIS



LIVE EVENT  
WITH  
QSR PARTNER





**MOONZY**  
PROMOTIONS

**Pampers**  
трусики



СОБЕРИ  
КОЛЛЕКЦИЮ  
ИГРУШЕК ЛУНТИКА\*

[illegible]

Легко надевать.  
Удобно и сухо  
играть



1 игрушка  
1 упаковка



# PROMOTIONAL PARTNERS RUSSIA CIS



# PAMPERS DIAPERS







# MOONZY

LIVE SHOWS







## CREATORS



Art-director of Melnitsa  
**KONSTANTIN BRONZIT**

Member of the Russian,  
French and American Film  
Academies



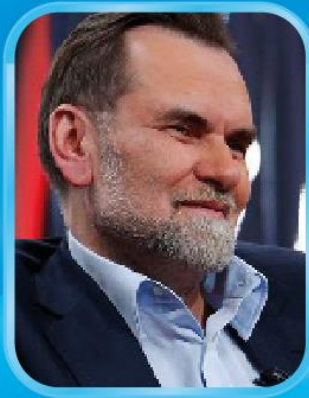
OSCAR  
Nominee  
2009



OSCAR  
Nominee  
2015



OSCAR  
Nominee  
2019



Producer  
**SERGEY SELYANOV**

- Producer of more than 150 fictions, animation and documentary movies, animated series
- Producer's AMPA for outstanding achievement in the development of private film production



Producer  
**ALEXANDER BOYARSKY**

- 2016 State Award of the Russian Federation in works for children and youth
- Producer of more than 20 films



Scriptwriter/Editor  
**PAUL PIMENTA**

Projects:

- Trolls Crazy Party
- Forest with Dreamworks
- Five Kids Club
- Ollie and Friends
- Rana and Riv's Wonder Forest
- The Adventures of Sinbad





## CONTACTS

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