

LET'S BE BEST FRIENDS



SHOW DESCRIPTION

Moonzy is a preschool show about adventures of a small fuzzy pink creature Moonzy who was born on the Moon and came to the Earth to find a new home and make friends with local inhabitants.

The episodes unfold in a very safe environment with lovely insects, plants, berries, flowers. The show helps kids of preschool age to understand the basic concepts of social relations in community in a very friendly and mild way.



CONTENT



CONTENT:

108x6' episodes ready for delivery

26x6' New 3D CGI in production

Audience: Gender neutral, age 2-4

Territories: Global

Genre: Adventure, Edutainment

Structure: Vertical

**Holidays
Special**

**NEW SEASON
3D CGI
26 x 6 min**

**Seasons 2017-2019
2D 108 x 6 min
Ready for delivery**

**Back catalogue
(2006-2017)
2D 390x 6 min**

CORE VALUES

Friendship and Empathy
Diversity and Inclusion
Teamwork and Community
Edutainment and Fun



Moonzy

Moonzy is a little alien from the Moon. In spite of 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 starting from 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?



CHARACTERS



MR. WEBBER



Talented Gentle Sensitive

DOTTIE



Loyal Helpful Cute

WOOPSIE AND POOPSIE



Charming Mischievous Inventive

**GRANNY ANNIE
GENERAL STINGER**



Ideal Grandparents

WEEBEE



Thoughtful, Hardworking, Reliable

SKIP



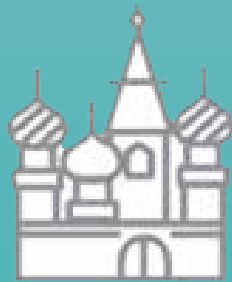
Agile Smart Funny

MOONZY WORLD

The world of Moonzy is very child-friendly, kind and safe. Lovely insects, plants, berries, flowers that bring the perception closer to the kid's eye-view and facilitate communication through images.



INTERNATIONAL SCOPE



Russia: Moscow

TV Channel Karusel

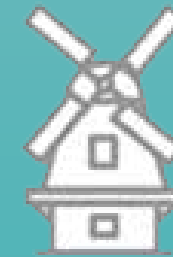
Russia: St. Petersburg

Melnitsa Animation Studio, Production



Poland: Warsaw

TV Channels: TV Puls, Puls2



Denmark:

INK Global Distribution



China: Beijing

TV Channel CCTV-14

China: Shenzhen

Kawaii Entertainment, Product Licensing

China: Shanzhen

Shanghai Media Group



USA: Los Angeles

Kenn Viselman Presents, Licensing Agent

Paul Pimenta/Scriptwriter



MENA:

TV Channel Spacetoon

MOONZY AT HOME LAND



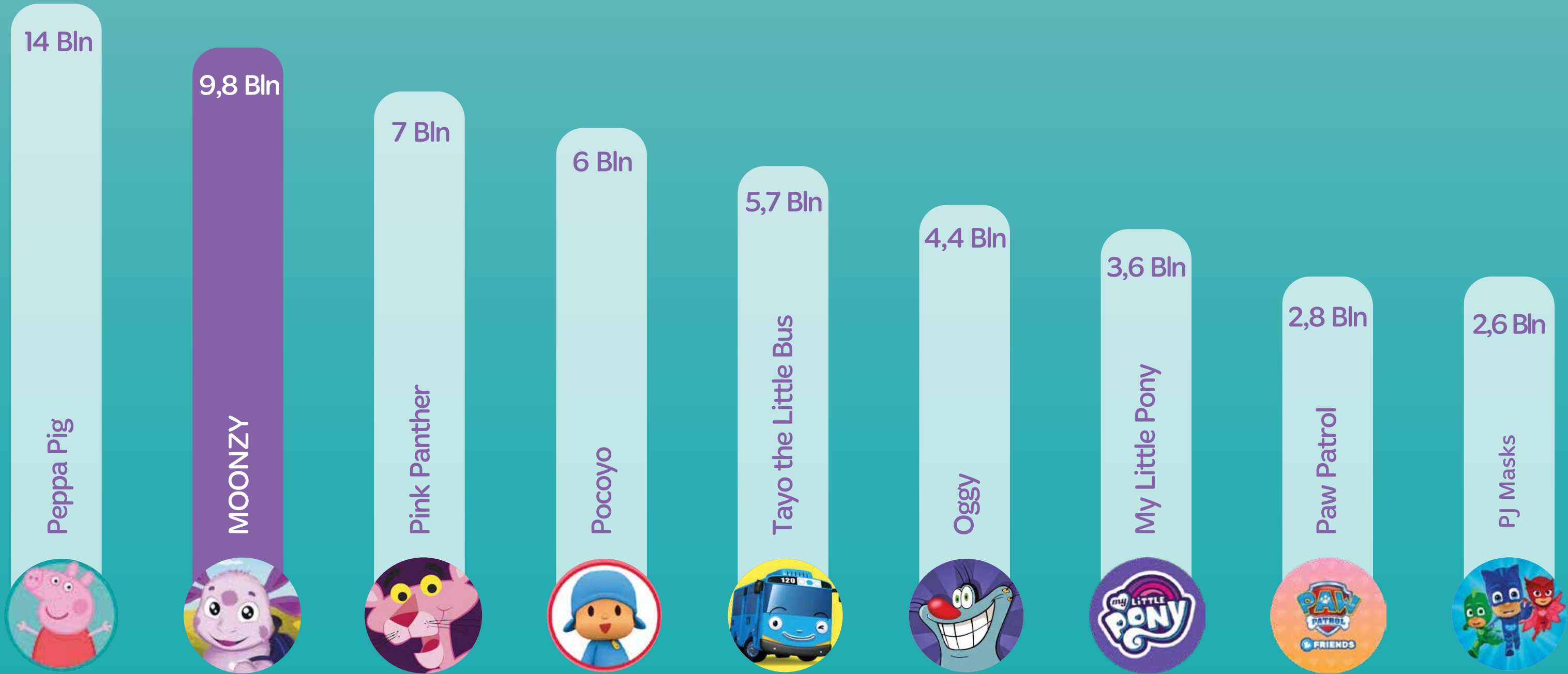
TOP 10 on Karusel TV, 2019, channel share, 4-11 y.o.



MOONZY ON YouTube



In TOP10 animation titles, views 50% of Views Outside of Russia, 2020



MOONZY IS TOP KIDS BRAND FROM RUSSIA

Country	#1 Property	#2 Property	#3 Property
 China Source: Licensing Magazine	Wu Huang	Pucky Babies	Godzilla
 Germany Source: Licensing Press	 Maya the Bee	 Die Maus	 CoComelon
 Italy Source: Toy Store	 Barbie You Can Be Anything	 LOL Surprise	 LEGO CITY
 Russia Source: Total Licensing	 Moonzy	 Mascha and the Bear	 Fixies
 United Kingdom Source: Toy World	 Blue's Clues	 Paddington	 Love Monsters
 United States Source: LicenseGlobal	 The Mandalorian	 Nintendo Switch	 Love, Diana

MOONZY IN POLAND



On Air: From October 2019 till November 2020

Time-slot: 11:00, Workdays

Variable	Item Counter	AMR	AMR	AMR, %	AMR, %	SHR, %	SHR, %
Year\Target		all 4-12	all 4-7	all 4-12	all 4-7	all 4-12	all 4-7
2019	51	19179	16092	0,54%	1,04%	10,82%	15,07%
2020	100	44172	36233	1,25%	2,41%	15,42%	22,86%
	151	35768	29460	1,02%	1,93%	14,32%	20,87%

Moonzy performing 83% above average amongst 4-12 year-olds on TV Puls2!

MOONZY IN CHINA

CCTV-14 Ratings



Time Slot

Ranking**

Market Share*

06:02~07:01

1

1,0382%

*among all programs broadcasted on National channels
(CCTV and provincial satellite channels)

**all (around 10) kid programs broadcasted on National
channels (CCTV and provincial satellite channels) at time slot

Data source: <http://pro.eye.kuyun.com/> 2020

Moonzy is the Number 1 kids show in the time slot 6:00am/ – 7:00am on CCTV!

LICENSING IN NUMBERS

5 500

SKU OF LICENSED PRODUCTS IN LINE-UP

10 000 000

APPS DOWNLOADS FOR THE LAST 5 YEARS

20 000 000 000

BOOKS SOLD IN RUSSIA



EPISODES



The first seasons of the series were 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.

CREATORS



Art-director of Melnitsa
KONSTANTIN BRONZIT

Member of the Russian,
French and American Film
Academies



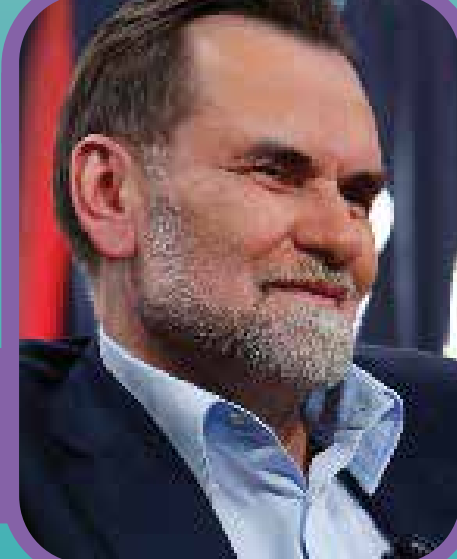
OSCAR
Nominee
2009



OSCAR
Nominee
2016



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
- Hungry Shark World
- Heroes VII

CONTACT

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