

ABOUT

Masha and the Bear is a franchise that was developed on a basis of a famous Russian cartoon series. It is the first Russian animation brand which has the potential to connect with children all over the world thanks to its style and emotional appeal generated by the top-notch animation quality and amusing scenarios. Series tell us about a unique relationship between two main characters.

Masha

is an exceedingly active little girl who can't sit still and makes everything a business of her own. Her curiosity and inquisitiveness is off the charts and as every child she believes that the world has been created for her amusement.

Masha's personality is beyond all boundaries, whether she's a rock star or a doctor.

PROFILE:

- **Target Audience:** 3-9 years old, family show
- **Gender:** Property is apprehended as unisex until 7 years old with a subsequent incline towards a feminine side.
- Every episode has an utmost CGI animation quality and exciting musical parts.

Masha's Tales

Masha's Tales is a spin-off project, launched in 2012, where Masha tells popular fairy tales in a childish manner, confusing both storylines and characters.

The main goal of Masha's Tales is to create a spin-off with the main character and show new sides of her character.

- **Target Audience:** 2-6 years old.
- **Competitive advantage:** Unique combination of 3D CGI animation and 2D Flash animation. Each episode has a stand-alone plot.
- **Media support:** 19 episodes (6 min each) developed with a combined plan to produce 26 by August 2013.



THE BEAR is a big and warm-hearted guy. He had a crazy youth being a circus artist, but now he loves comfort and quietness.

Masha is the only one who can cause him to have a nervous breakdown. However, to his great surprise he soon discovers that without her his life is quite average and boring. So now he is always in anticipation for another fun and wild adventure that Masha will surely pull him in.

- **Approximate length of each episode is 7 minutes.**
- **Media support:** 32 episodes (7 min each) developed with a combined plan to produce 52 by the end of 2015.

MEDIA

Today the property is on the route to become a transcultural hit, with huge worldwide interest backed up by a long list of broadcasting, DVD, and other media agreements with strong international partners, such as Sony Music, Nordisk and others.

MASHA AND THE BEAR is now broadcasting in 16 countries all over the world, such as:

Benelux (VRT Belgium) **Denmark (DR (Danmarks Radio))**
Netherlands (Zappelin & Zappelin24) **Finland (MTV3 Juniori)**
Switzerland (SRF) **Norway (NRK Super)**
South Korea (EBS) **Khazahstan (El Arna, Khabar TV)**
Australia (ABC3)
Sweden (SVK)

Slovenia (RAI, Disney Italia, Dea Kidz, Cartoon network)

Estonia (ETV; ETV2)

Future broadcasting:
 Germany (KIKA),
 Hungary (TV2),
 Czech Republic (Ceska Televize),
 India (Disney channel),
 Indonesia (R ANTV),
 South Korea (Tooniverse)

Malta (RAI)
Monaco (RAI)

Italy (RAI2)



Masha and The Bear

Episodes



January 2015

English dubbing: 26 episodes Spanish dubbing: 26 episodes
 French dubbing: to be done in 2013

32
 May 2013

52

Masha's Tales

Episodes



June 2013

English dubbing: 8 episodes

26

FACTS

Being launched in 2009, the project has already firmly established itself as the best pre-school property across Eastern Europe (Russia & CIS).

- DVD sales totalling nearly 1.1 million in 2012 alone

The most popular video on Youtube in 2012 in Russia (50 million views monthly)

600,000 paid iOS uploads for the last year and growing

4 million books and 850,000 magazines printed throughout 2012

Over 500 million free views online in 2012



Masha and the Bear is broadcasted in 16 countries all over the world

Hundreds of thousands followers in social networks

100+ Licensees

Over 1,500 SKUs developed and growing

Having a firm success Masha's licensed products now vary from DVDs, toys and games to confectionery and cosmetic products.

Animaccord Animation Studio has translated the series into English and Spanish. English version is fully adapted by the studio.

Licensing program has more than 100 licensees covering more than 50 product groups. Masha and the Bear is the sole locally licensed brand which keeps being chosen by leading international companies to launch their products in Russia and CIS.

«**Masha and the Bear**» is the first local brand which has been chosen by Ferrero and Panini to launch their product lines, such as Kinder Surprise and collectible sticker albums



Each promo developed with Masha has a great success and gathers thousands of participants

One of the key principles of the brand's mission statement is that partnerships with manufacturers should guarantee high-quality finished products.

The worldwide licensing program, excluding Americas, is handled through **Ink Brands**, while recently established Animaccord Corporation will be acting as the property's representative across the Americas.

Thanks to the huge success that the franchise has already attained in Russia, CIS and Europe, there is no doubt that the brand is going to become one of the most promising and enlightening pre-school brands in the US market. With its all-round appeal and catchiness, Masha and the Bear is looking forward to supporting the synergy of growing popularity with strong partnerships.