

ZINKIA ENTERTAINMENT & POCOYO

Successful brands all around the world!



- WHAT is ZINKIA?
- BUSINESS MODEL
 1. Multiplatform Content
 2. Licensing merchandising rights
 3. Sponsorships & Advertising
- AWARDS
- TV International Presence
- The Secret POCOYO'S SUCCESS
- POCOYO versus COMPETITORS
- Catalogue & Contents



WHAT IS ZINKIA?



- **Zinkia creates and commercializes entertainment brands.** How?
Through the production and development of audiovisual content targeted at family audiences worldwide.
- **The innovation and consolidation** of digital contents ensure Zinkia's revenues and maximize its commercial strategy.
- Our main brand is Pocoyo. We have presence in more than **150 countries** and commercial activity in over 43.

BUSINESS MODEL



1 **Multipatform Content**

Series, films, video games and apps are distributed and monetized on platforms and other available devices

- | | |
|--------------|---|
| -Television | -Internet (YouTube, web, 3rd. parties websites, etc.) |
| -DVD | -Mobile devices (smartphones, apps, tablets, etc.) |
| -VOD | -TV devices: Smart TVs |
| - Videogames | -Others |

2 **Licensing Merchandising rights**

Zinkia Entertainment gets revenues by managing the brand through the licensing of merchandising rights.

3 **Advertisement and Sponsorship**

Sale of available advertising inventory on Zinkia's own digital platforms as well as on third party platforms that distribute our contents. The commercial management is conducted by an 'in-house' sales team.

1. Multiplatform Content

Zinkia is very aware of new technologies and how people consume new contents nowadays
This is the reason why Zinkia distributes all its brands on digital platforms and any other available devices:

TVs



Videogames



DVDs



VOD (Video On Demand)



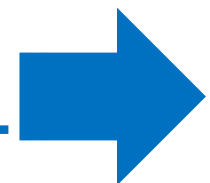
Mobile devices



Smart TVs



and of course... Apps and INTERNET...





INTERNET

A DIGITAL BRAND



MASSIVE ONLINE CONSUMER REACH
WORLDWIDE



You Tube

facebook

POCOYO.com

POCOYZE.

APPS

WORLDWIDE

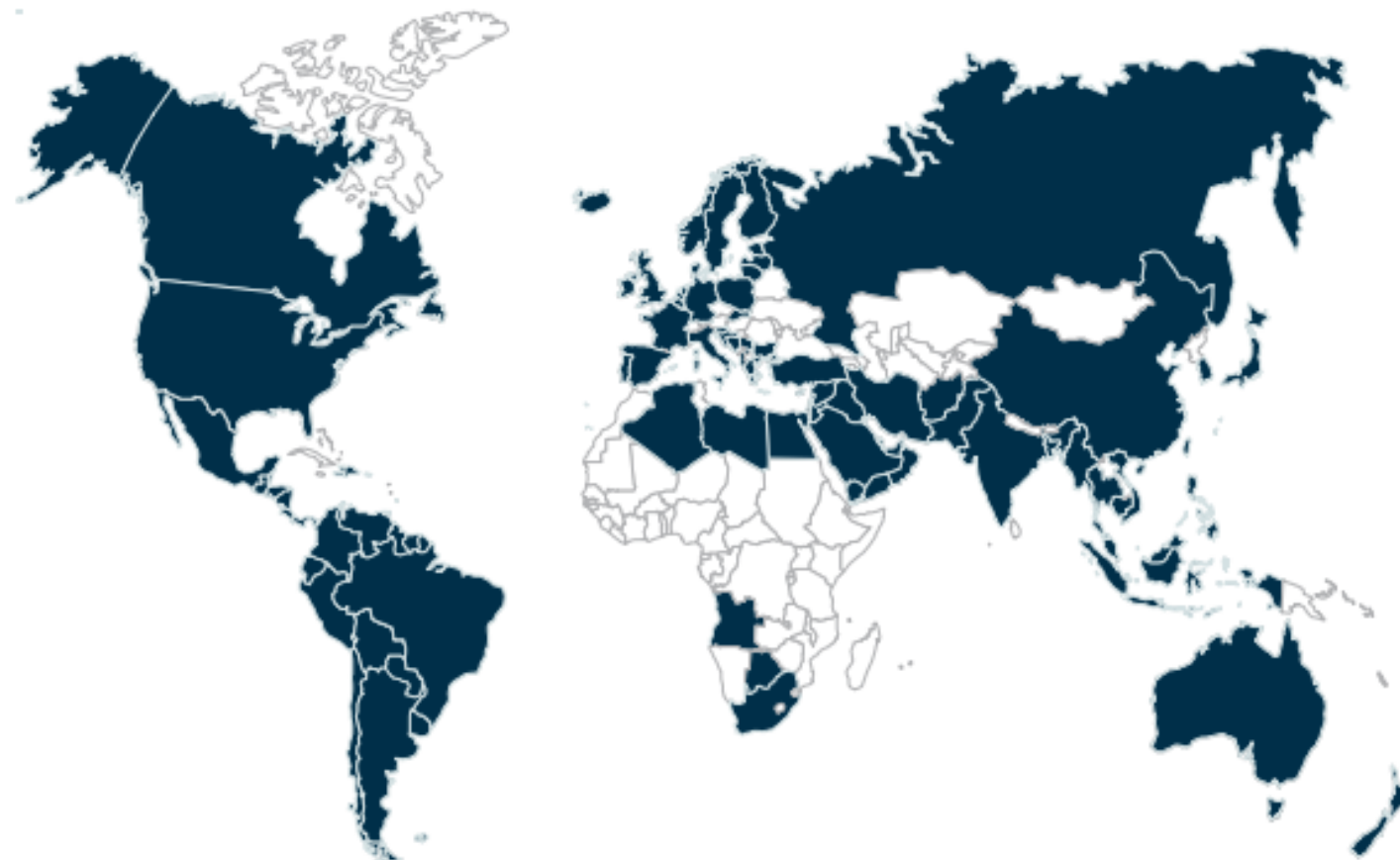
3,6 Billion
views since 2010
+150 Million
average
monthly views

1,7 Million
Fans
Worldwide

6 languages
+ 46 Million
visits
+ 33 Million
downloads

+20 Million
people
have pocoyized
themselves to date!

+14 Million
downloads
18 apps
created so far!





APPS

+14 Million APPs Downloaded

18 Apps created so far!

3 NEW APPs LAUNCHED in the last 6 Months!



Pocoyo 'Pic & Sound' awarded
“Best Spanish App” by AMAZON!!





INTERNET

YouTube

36 Pocoyo episodes
are watched
every second!!



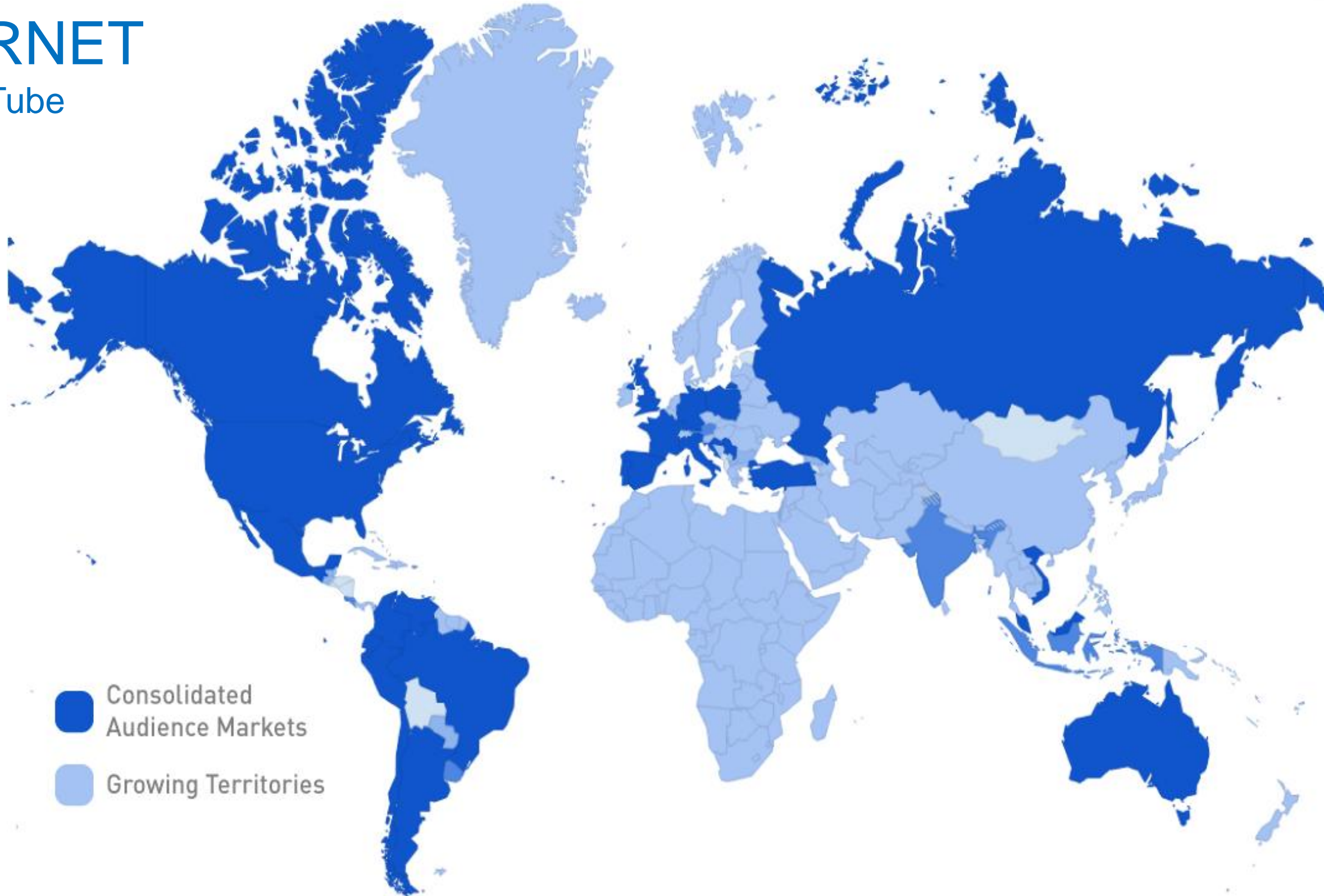
- ✓ 3.675.445.897 Views
- ✓ + 150 Million views per month
- ✓ +2.5 Million subscribers





INTERNET

YouTube



-  Consolidated Audience Markets
-  Growing Territories



INTERNET

Social Networks

- ✓ + 1.700.000 fans on FACEBOOK
- ✓ + 210.000 subscribers on Google+
- ✓ + 20.000 followers on Twitter

GLOBAL AUDIENCE

(Considering all social networks audience, YouTube included)

+6 MILLION PEOPLE!!





INTERNET

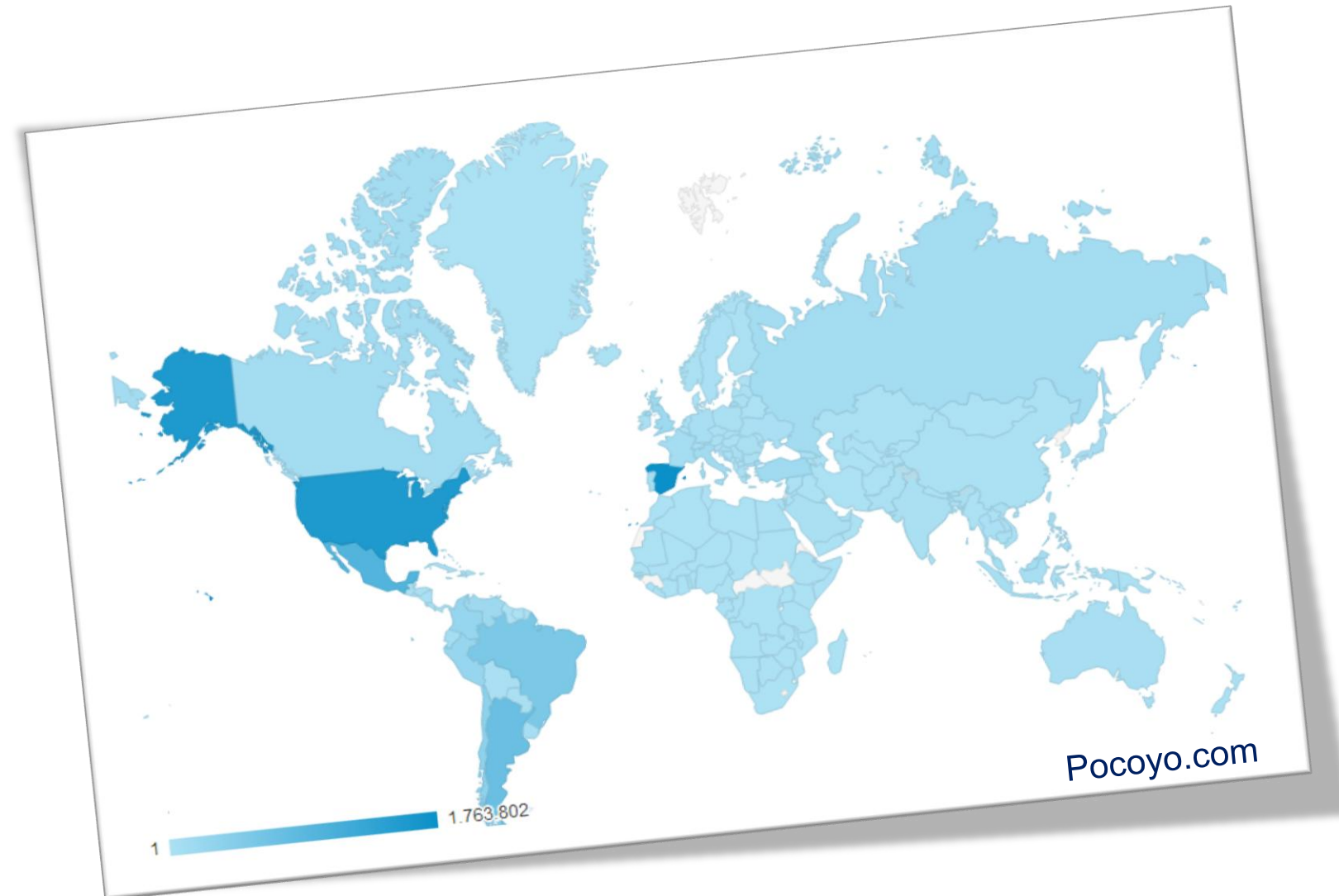
Web

WORLDWIDE

- Visits: **45 Million** (2010 to date)
- Unique users: **24 Million**
- Page Views: **+180 Million**

2014

- Visits: **+4,000,000 Million**
- Unique users: **+2,400,000 Million**
- Page Views: **+12,100,000 Million**



TOP Markets

- ✓ USA
- ✓ MEXICO
- ✓ SPAIN
- ✓ ARGENTINA
- ✓ CHILE



2. Licensing Rights

Zinkia Entertainment gets revenues by managing the brand through licensed merchandising deals based on royalties.

In the last 5 years more than 100 licensees have come on board

Toys & Plushes



Apparel



DVD



Baby Care



Party goods

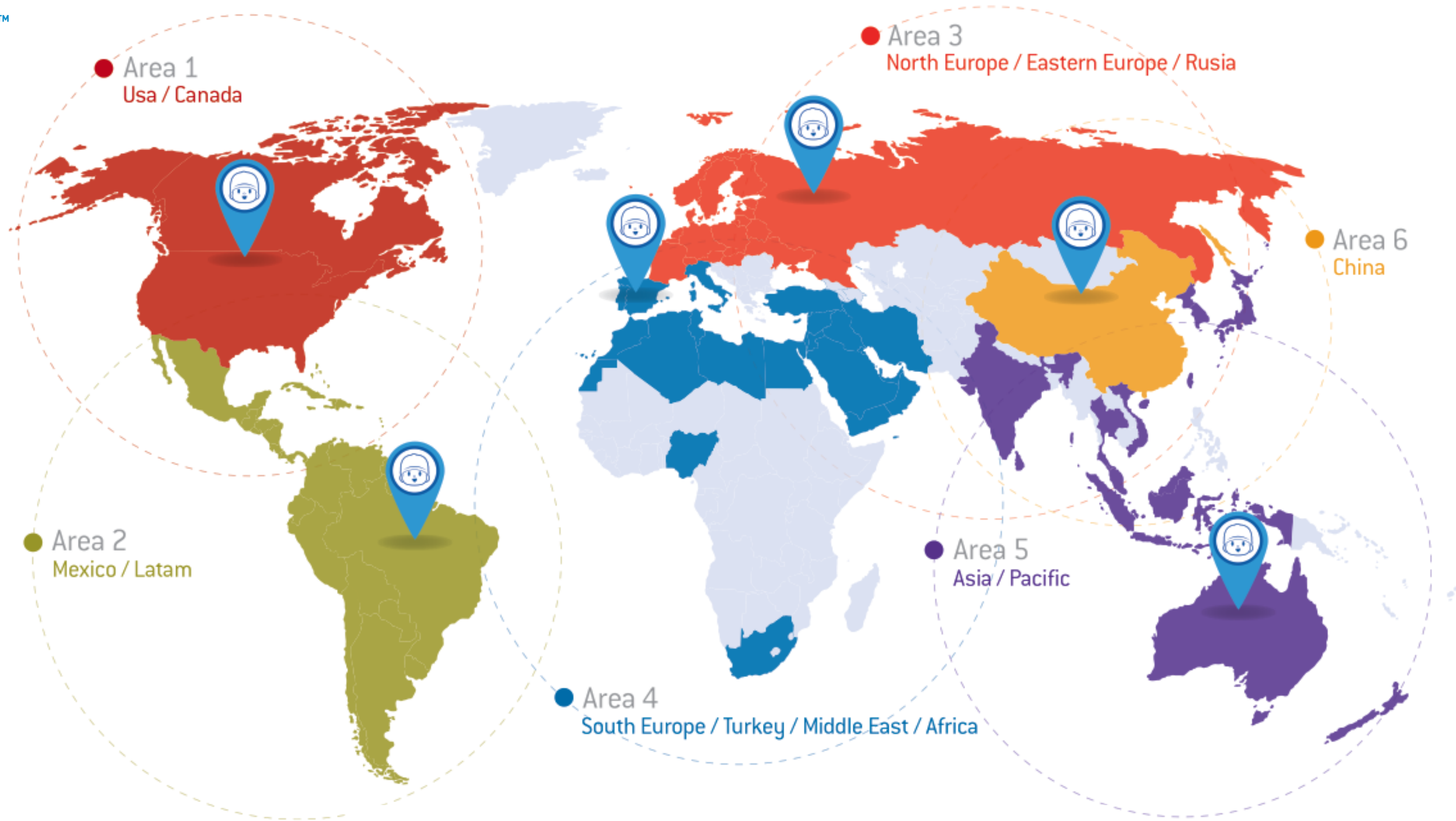


Back to School



Sports & Outdoor





Over 10 Licensing Agents working to cover 40 countries in 5 continents.
More than 3,000 SKUs Worldwide with over 100 Licensees on board.

3. Advertisement and Sponsorship

Advertisement

Sales of available advertising inventory on Zinkia's own digital platforms as well as on third party platforms that distribute our contents.

The commercial management is conducted by an 'in-house' sales team.

Sponsor and partnerships

Zinkia Entertainment brands are very convenient as a **partner** thanks to the **values** and **gender neutrality** they transmit.



The perfect commercial partner: Multichannel & Multiformats possibilities

Pocoyo se apunta a Windows y Pocoyize

Posted on diciembre 22, 2012 by Equipo Web Pocoy

Ya conocéis a Pocoyó, y sabemos que es un niño divertidísimo. En cuanto se enteró de que Windows iba usar, táctil y pensado para dispositivos móviles ¡le fi...



Pocoyo valora mucho la amistad, y ha aprendido lo importante que es estar en contacto con todos sus amigos; por este motivo, ha querido incluir sus aplicaciones móviles en Windows 8, para que todos sus amigos y seguidores puedan también disfrutar en este nuevo entorno de capítulos, juegos, contenidos, etc.



Web, Facebook, YouTube, Twitter, Blog, Newsletter, Events, Meets & Greet, Road Shows...



RTL EARLY LEARNING INITIATIVE

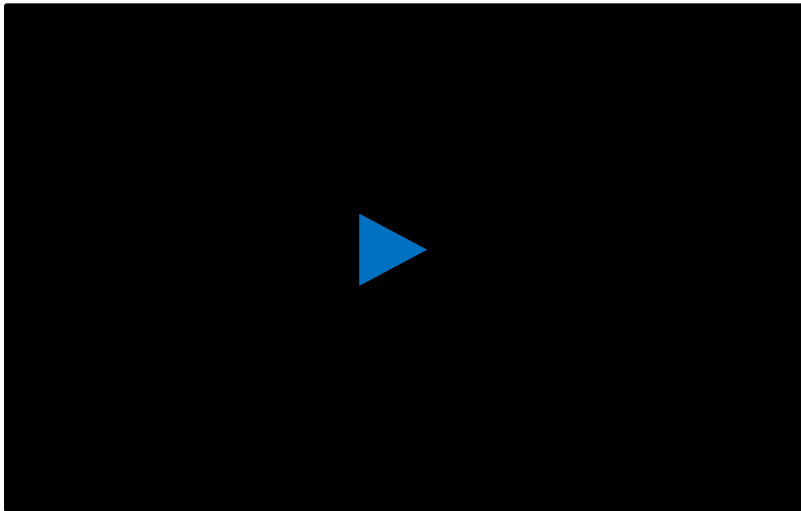
HITN Early Learning Initiative is part of the U.S. Department of Education's Ready To Learn program for preschoolers in the Hispanic Community across the U.S. to develop and master English language skills.



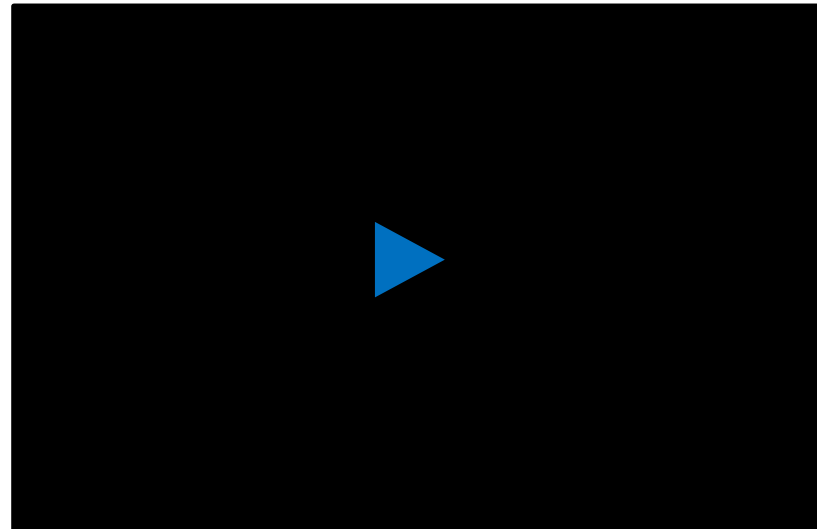
SPONSORSHIPS

showcases

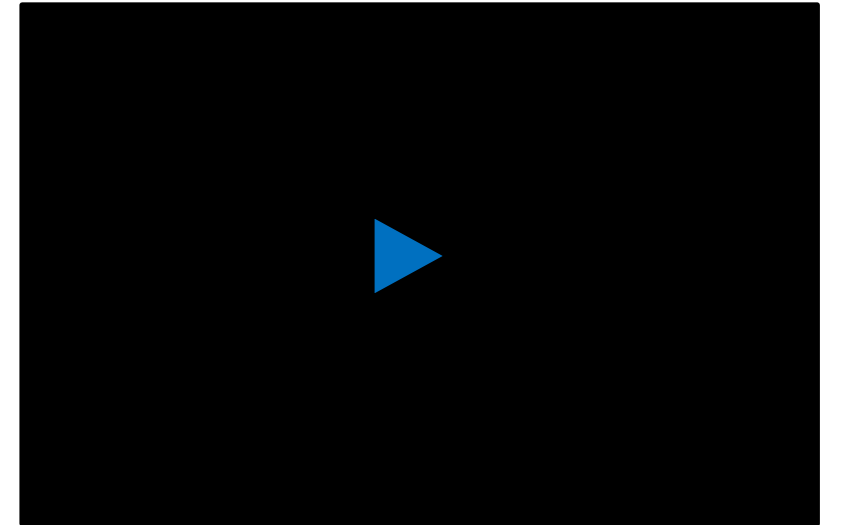
UNICEF - CHILDREN'S RIGHTS



WWF EARTH HOUR



KIA SPOT



Pocoyo has garnered over 35 prestigious international awards



BEST CHILDREN'S PROGRAMME PROMO
GOLD AWARD by DISNEY CHANNEL ASIA
promaxbda
asia

ZINKIA AWARDS

Best Videogames Developer, 2009 - Campus Party Awards

Best Videogames Studio, 2009 - Gamelab Awards

Best Marketing Strategy, 2009 - National Marketing Association

POCOYO AWARDS

Best TV Series for Infants, 2006 - Pulcillena Awards

Best European Programme, 2006 - Pulcillena Awards

Most Popular TV Series for Kids (Italy), 2006 - RAI

Most voted Cartoon, 2006 - Pulcillena Awards

The Cristal for Best Television Programme, 2006 - Annecy Int. Animation Film Festival

Best Preschool Animated Series, 2006 - BAFTA, British Academy of Film and Television Arts

Nickelodeon Best Animation Short Film, 2007 - San Diego Latino Film Festival

Best Television Programme, 2007 - China International Animation and Digital Arts Festival

Gold Award DVD Category, 2008 - Parent Choice Award

Best Children's Programme Promo Gold Award, 2008 - Disney Channel Asia

Silver Award Best Foreign Television series, 2009 - Shanghai TV Festival

Parent's Choice Gold Award for Fun & Dance DVD, 2013 - USA

Nappa Gold Award for Dance Pocoyo Dance DVD, 2013 - USA

ZINKIA has created
successful contents which
have been **AWARDED**
WORLDWIDE by the
most renowned animation
festivals





TV

INTERNATIONAL PRESENCE



- ✓ Broadcasted in more than 150 countries
- ✓ Commercial activity in over 40 countries
- ✓ Pocoyo achieves excellent ratings in many countries (up to 60%)

TV DISTRIBUTION

Pocoyo reaches a
potential
audience of
3.5 Billion people
worldwide!

ZINKIA currently self-distributes all its TV & Film content worldwide. We have an extended global presence and have long-term relationships and partnerships with content drivers such as NICK JR, Discovery Kids or Disney Channel.



THE SECRET
OF OUR
SUCCESS

POCOYO



— Pocoyo is an **IP worldwide leader** with presence in **over 150 countries**.

— Pocoyo is a **gender neutral brand (both girls and boys like it)**, visually stunning and committed to toddler's learning.

— Pocoyo communicates values that revert positively on the sales of its licensed products: Pocoyo is not just a license, it's a **knowledge driver and a universe of values**.



CURIOSITY
SOLIDARITY
FRIENDSHIP
TOLERANCE

RESPECT
GENEROSITY
HONESTY
ORIGINALITY

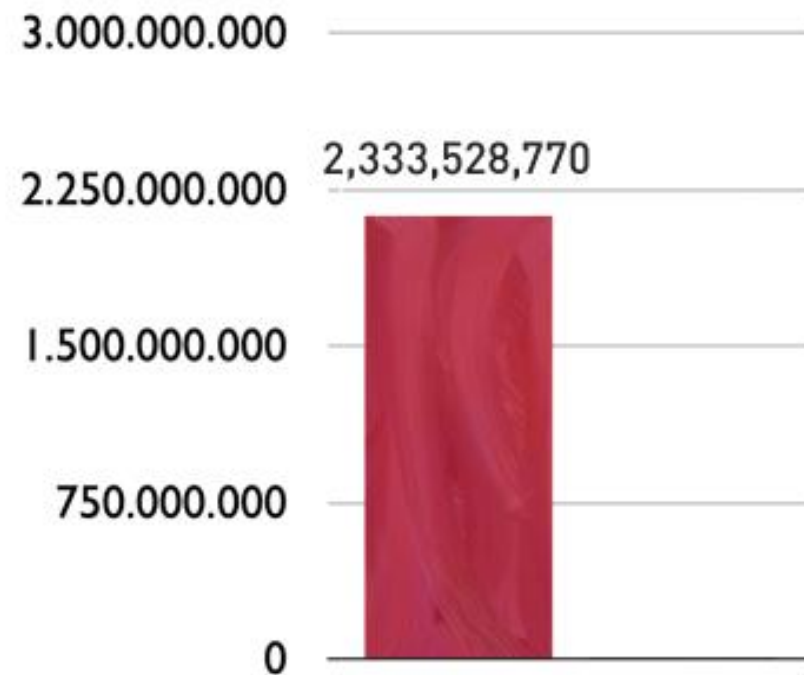


POCOYO vs. COMPETITORS



POCOYO™

View Rank: **14**

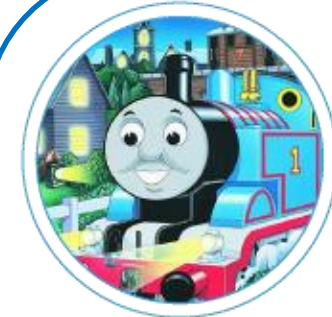
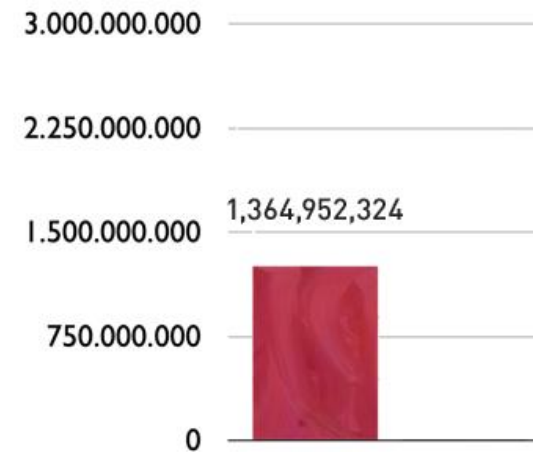


■ Number of views



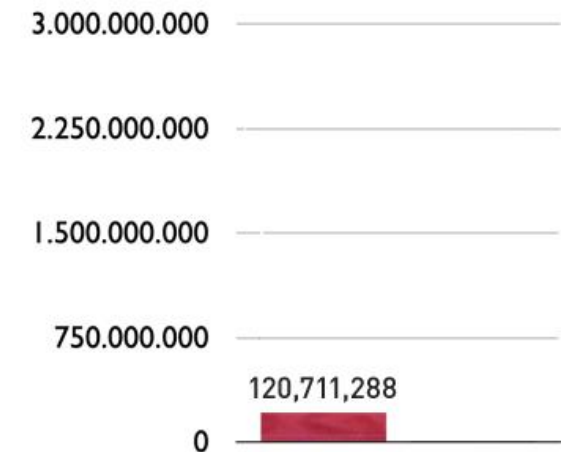
123
SESAME STREET

View Rank: **71**



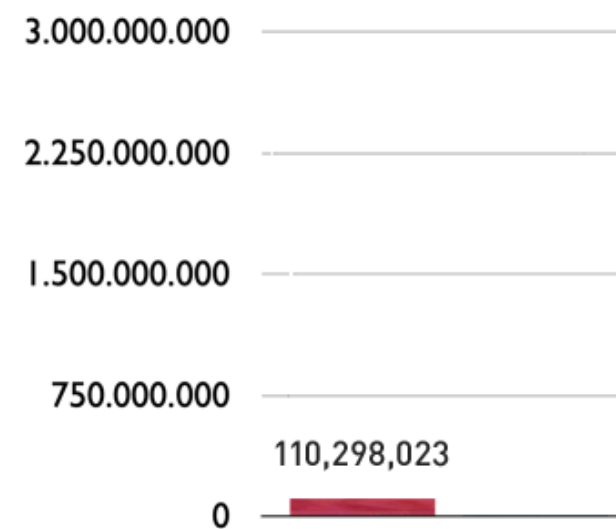
**THOMAS
& FRIENDS**

View Rank: **1366**



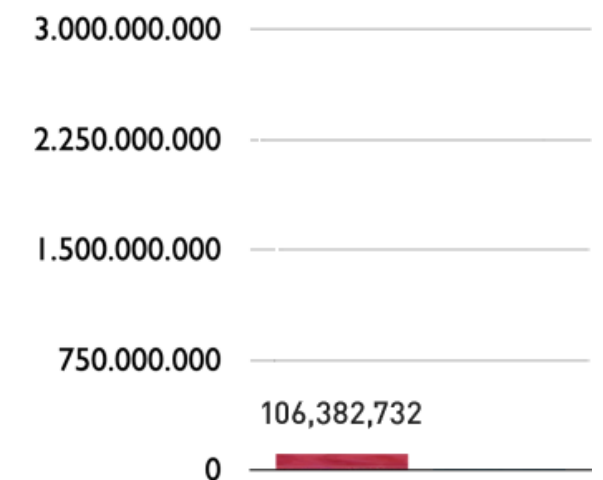
Peppa Pig

View Rank: **1091**



**Winnie
the
Pooh**

View Rank: **139**



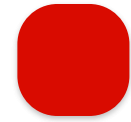
Source: YouTube CMS Analytics. 2014

POCOYO vs. COMPETITORS

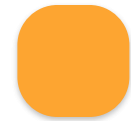
Google Trends: global comparison



Pocoyo



Miffy and Friends



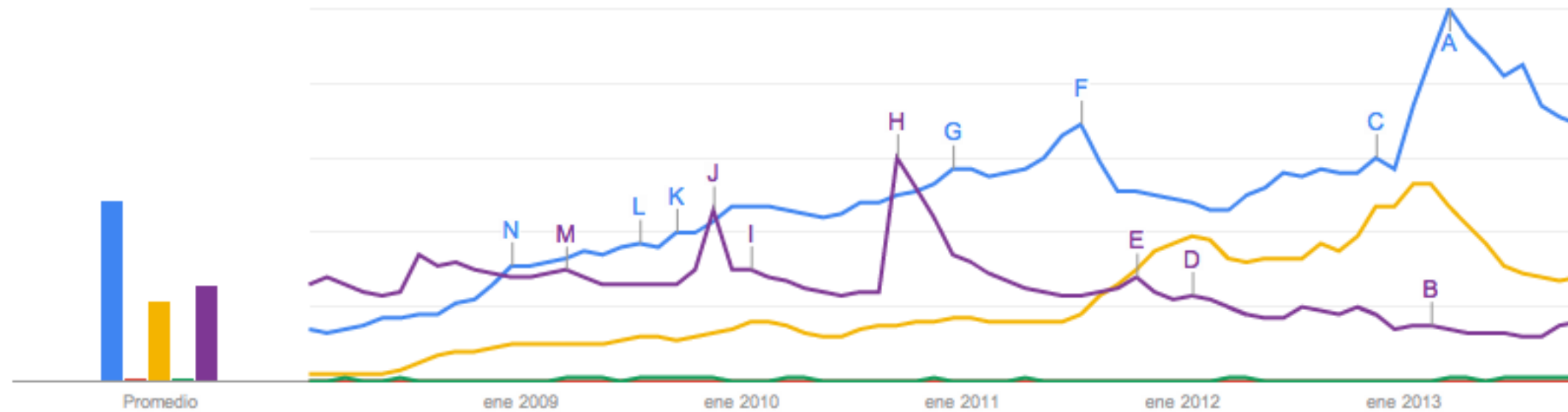
Mickey Mouse ClubHouse



Peter Rabbit



Sesame Street



CATALOGUE & CONTENTS

3 seasons, 156 episodes, 1092 minutes,
1 short film and more than 50 TV promotions



Pocoyo Season 1
Pocoyo Season 2



Let's Go
Pocoyo



The Space
Circus



Shuriken
School



Mola
Noguru



Fishtail
Saga

...and more New Contents coming!



CATALOGUE & CONTENTS



Format: Videogame
Platfroms: Nintendo DS
Category: Graphic Adventure
Includes: 3D Animation
Target: Family (+4 years-old)
Produced by: Zinkia

HELLO POCOYO! is a videogame for Nintendo DS where the player accompanies POCOYO and explores his world in a graphic adventure in which the aim is to find his friends.

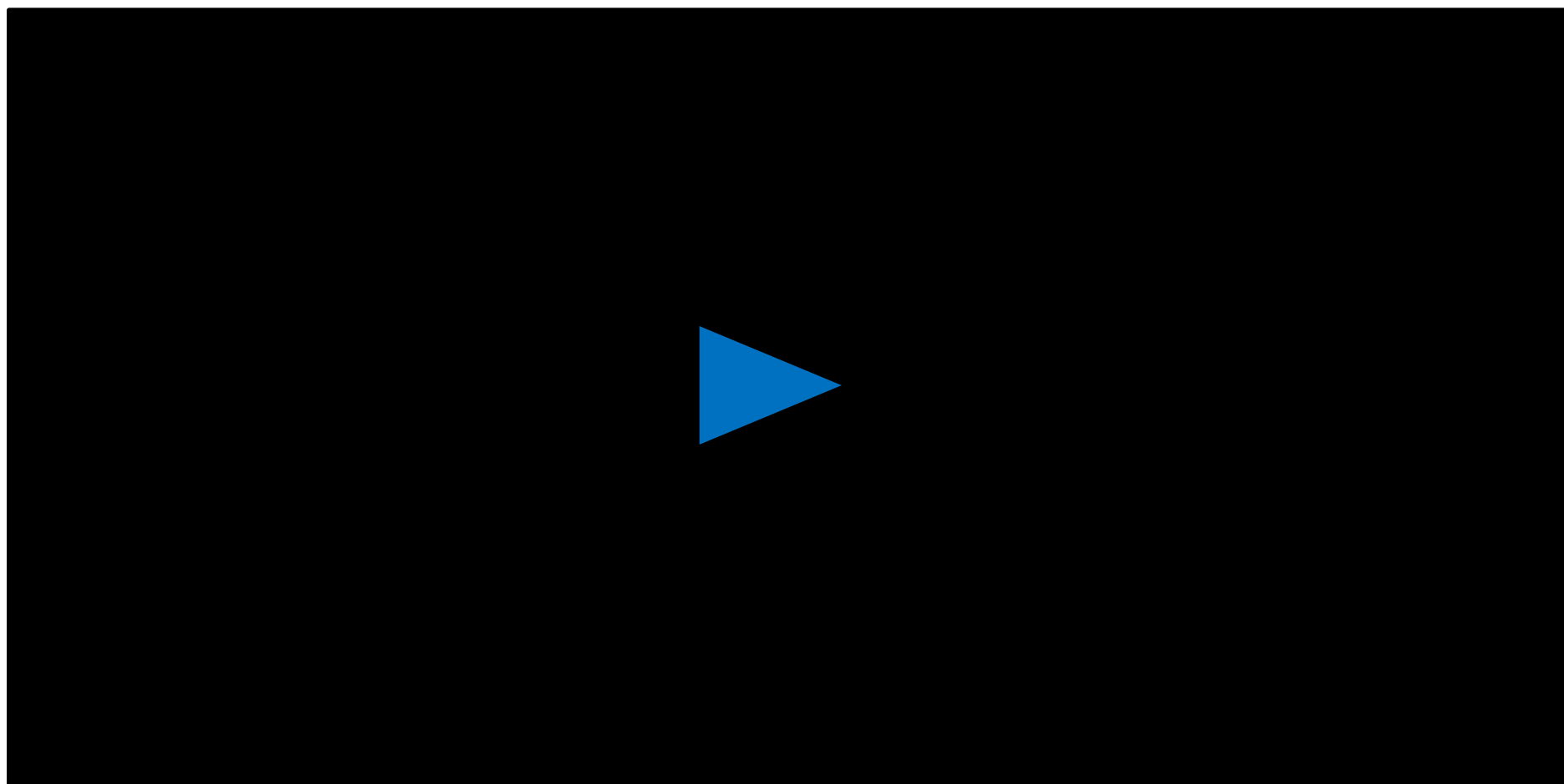


Format: Videogame
Platfroms: Nintendo Wii + Nintendo DS
Genre: Racing cars
Includes 3D Animation
Target: Family (+4 years-old)
Produced by: Zinkia



POCOYO GANGNAM STYLE

A hit all around the World!



+320 million
VIEWS!!



THANK YOU



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