

NICKELUDEON PARTNER DAY 2019

CEE

BUDAPEST

VIACOM | nickelodeon
CONSUMER PRODUCTS

cplg



JEANNINE

LAFEBRE

SR. DIRECTOR, CONSUMER PRODUCTS
CEE, NORDICS & BENELUX

VIACOM | **nickelodeon**
CONSUMER PRODUCTS

SLAWOMIR

EKIERT

MANAGING DIRECTOR
CEE & NORDICS

cplg



cplg

LICENSING AGENCY

BENELUX

NORDICS

CEE

TURKEY

GREECE

RUSSIA

CIS

INTRODUCING THE CEE TEAM



Maarten Weck
Global EVP & MD



Slawomir Ekiert
MD CEE & Nordics



Malgorzata Kawka
Account Manager



Urszula Anglik
Retail and Sales Manager



Tamas Toth
Account Manager



Lenneke van Tintelen
Brand Manager



Maud Rambonnet
Brand Manager



Rory Remon
Retail & Marketing Intern



Wendy van der Lingen
Office Manager & PD
Coordinator



Jimmy Sorber
PD Manager



Sanne van der Bunt
PD Coordinator



Renuka Lachmipersad
Finance Manager



Gita Leroux
Finance Assistant



Samuel Jessop
Contracts Manager



TEAM BENELUX - NORDICS - CEE

(based in Amsterdam)

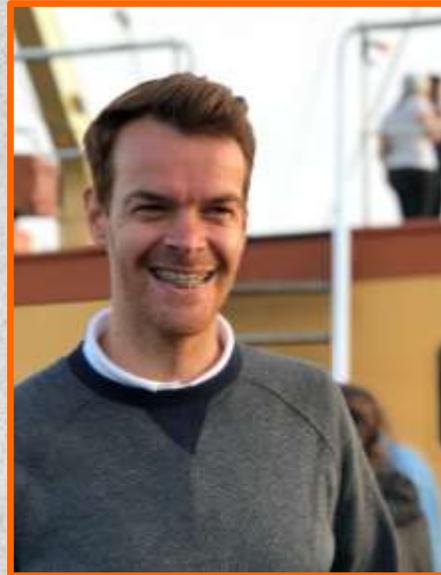


**Jeannine
Lafèbre**
Sr. Licensing
Director



**Jasper
Post**
Licensing & Retail
Manager

FOCUS PARAMOUNT &
BENELUX



**Davey
Backx**
Sr. Retail & Licensing
Manager

FOCUS CEE & NORDICS



**Alexandra
van Rijn**
(Trade) Marketing
Manager



**Amelia
Stechweij**
Freelance Marketing
& Retail Projects

AGENDA



- Introduction
- Viacom CEE Vision, Performance & Focus
- Experiential activations
- Brand updates 1 - pre –school, incl. master toy updates by Mattel and Spin Master
- CEE research – Kid Power
- Break
- Brand updates 2 - kids
- Brand updates 3 - new properties, adult & Paramount Pictures
- The Power of FMCG
- Recap & Tombola
- Drinks & snacks

VIACOM | nickelodeon
CONSUMER PRODUCTS

INTRODUCTION

POWER *OF*
OUR
PLATFORMS
VIACOM





VIACOM
ECOSYSTEM



Paramount
NETWORK

nickelodeon

nickjr.

nicktoons™

VH1



300+ Channels

182 Countries

42 Languages

VIACOM

A GLOBAL POWERHOUSE

600M+ Households

4.4B+ Subscribers

1B+ Social Fans



CEE FOCUS

CHANNEL & PLATFORMS

FOR EVERYONE IN CEE

nickelodeon

NICKELODEON RANKS AS THE
**#1 COMMERCIAL KIDS
NETWORK 4-14**



nickjr.

NICKELODEON RANKS AS THE
**#1-3 COMMERCIAL KIDS
NETWORK 4-10**



nickTOONS

AVAILABLE IN



LAUNCHING IN NOVEMBER:
CZECH + SLOVAKIA



nick

1M FANS IN SOCIAL



1M DOWNLOADS in last 3 yrs



5.2M FANS IN SOCIAL



Paramount
NETWORK

ONE OF THE FASTEST GROWING
NETWO
RKS IN **21-50/54S**

nickelodeon

#1 KIDS

NETWORK





18 OF THE TOP-20
SHOWS



13 OF THE TOP-20
SHOWS



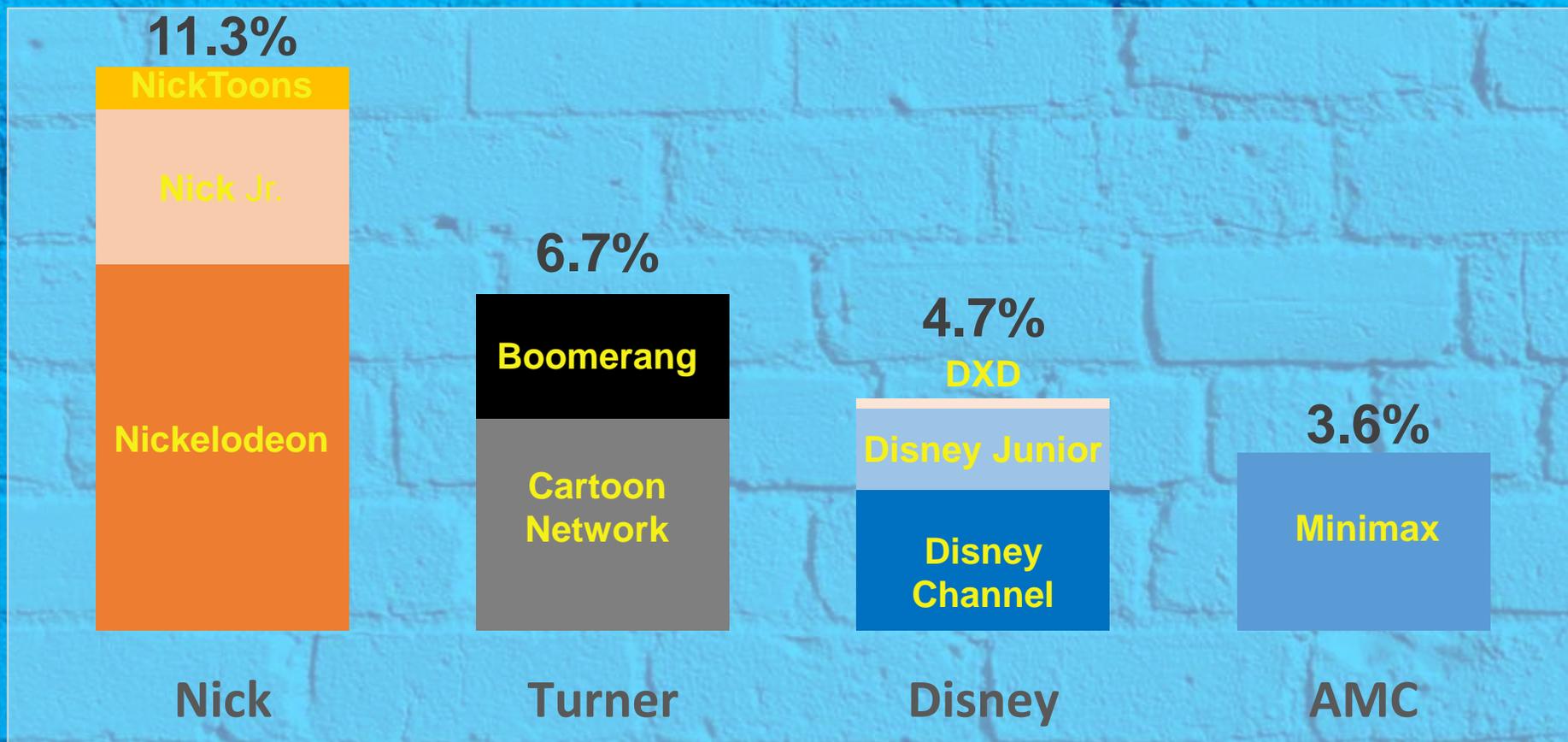
18 OF THE TOP-20
SHOWS



NICK CEE

CONTINUES TO BE

#1





CONTINUED GROWTH

FOCUS ON GROWTH

AWARENESS

- MULTIPLE PLATFORMS
- EXPERIENTIAL INITIATIVES
- MARKETING PARTNERSHIPS
- HALO COLLABORATIONS

PRODUCT

- REFRESH EXISTING PRODUCT DESIGN
- FOCUS ON THEMES
- INCREASE SEASONAL OFFERING

RETAIL

- PARTNERSHIPS
- INCREASE SHELFSPACE
- INSTORE ENTERTAINMENT

IP

- LEVERAGING OUR NEW PORTFOLIO OFFERING BROAD IP OPPORTUNITIES FOR ALL AGE DEMOS

AWARENESS

channels

nickelodeon

nickjr.

nickTOONS

AWARENESS

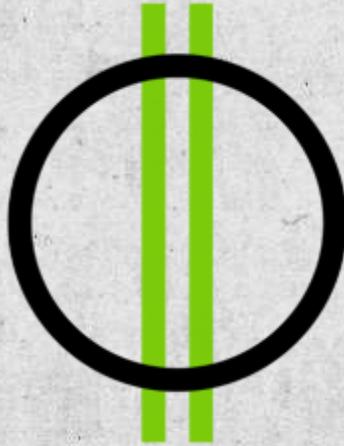
ADDITIONAL PLATFORMS

You **Tube**





AWARENESS FREE TO AIR



M2



Česká televize



And many more...

AWARENESS

EXPERIENTIAL



THEATER, CINEMA, MALLS, DAYS OF PLAY, KIDSFESTS, FESTIVALS...

AWARENESS

HALO COLLABORATIONS



AWAWARENESS

MARKETING PARTNERSHIPS



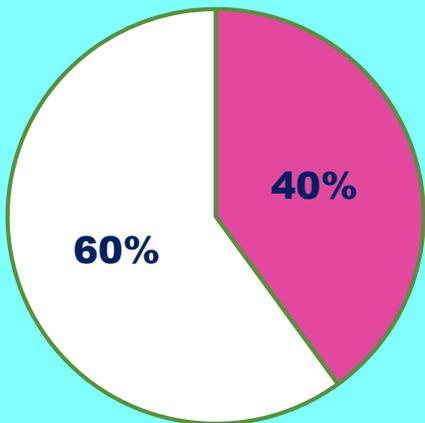
PRODUCT



REFRESH PRODUCT DESIGN

TOYS

Core vs. Theme 2019



■ Core ■ Theme

FOCUS ON THEMES



GROW CPG & INCREASE SEASONAL OFFERING

Christmas

Easter

Valentines day

Halloween

Local celebrations

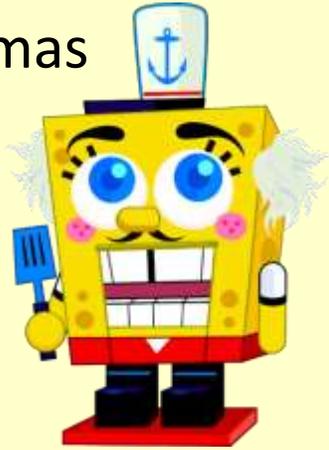


PRODUCT

INCREASE SEASONAL OFFERING



Christmas



Easter

Chinese New Year



Valentines day



St. Patrick's Day



Halloween



RETAIL

MORE:
NEW RETAIL CONCEPTS
INSTORE ENTERTAINMENT
ONLINE
SOCIAL
ON THE GROUND



UWAGA! KONKURS!
Wygraj SYPIALNIĘ PSI PATROL lub jeden z zestawów dla prawdziwych fanów PSIEGO PATROLU!

nick jr. Carrefour

RETAIL

LOYALTY PROMOTIONS

Delikatesy Centrum

ZBIERAJ PIZZASTYCZNE PRODUKTY!

Rabat do 68%

Rób zakupy, odbieraj znaczki i wymieniaj je na rabaty

Rób zakupy, odbieraj znaczki i wymieniaj je na rabaty

| | | | |
|-----------------------------------|-----------------------------------|-----------------------------------|-----------------------------------|
| <p>88%</p> <p>Kupisz 7,99 zł</p> | <p>88%</p> <p>Kupisz 7,99 zł</p> | <p>84%</p> <p>Kupisz 24,99 zł</p> | <p>84%</p> <p>Kupisz 24,99 zł</p> |
| <p>82%</p> <p>Kupisz 29,99 zł</p> | <p>82%</p> <p>Kupisz 29,99 zł</p> | <p>24,99 zł</p> | |

SIĘĆ SKLEPÓW TOPAZ

od 19.08.2019 r. do 08.12.2019 r.

Bohaterowie Nickelodeon

Rób zakupy, zbieraj znaczki i odbieraj MASKOTKI za 1 GROSZ!

HURÁ! SNIDAŃOWÉ NÁDOBÍ SPONGEBOB JE TU!

SPRŮJEMŤE SVÝM NĚTEM KAŽDÉ ZÁRUVNŮ GŤIDANÍ SE SPONGEBOB KAMARÁČKY ZA NASBÍRANÉ BODY A POŠILIT ŠNÍČKOVÉ NÁDOBÍ „JÁ O“

| | | | |
|-----------------------------------|-----------------------------------|-----------------------------------|-----------------------------------|
| <p>88%</p> <p>Kupisz 7,99 zł</p> | <p>88%</p> <p>Kupisz 7,99 zł</p> | <p>84%</p> <p>Kupisz 24,99 zł</p> | <p>84%</p> <p>Kupisz 24,99 zł</p> |
| <p>82%</p> <p>Kupisz 29,99 zł</p> | <p>82%</p> <p>Kupisz 29,99 zł</p> | <p>24,99 zł</p> | |

Twoja Karta Twoje Punkty Twoje Pieniądze

TOPAZ

Masz kartę? Chcesz zmienić PIN karty? Zarejestruj się lub zaloguj się do konta!

Twoje Punkty Twoje Pieniądze



IP

PRE-SCHOOL

LAUNCHING NOW



LAUNCHING NOW
- POLAND



20th ANNIVERSARY
IN 2020



KIDS

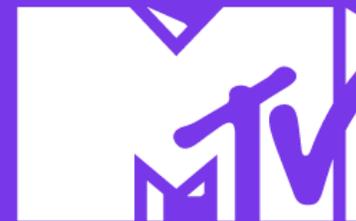
20th ANNIVERSARY &
NEW MOVIE IN 2020



LAUNCHING NOW

ADULTS

2021: 25th
SEASON



A VIACOM COMPANY



The image features the Paramount logo, which consists of a semi-circular arc of stars at the top and a mountain range at the bottom, both in a dark blue color. The word "Paramount" is written in a blue, cursive script across the center of the white background.

Paramount

PARAMOUNT CLASSICS



2020
3 NEW
THEATRICAL
LAUNCHES



NEW ACQUISITION



**“44% OF GEN Z FOLLOW AN *INFLUENCER*
FOR INSPIRATION”**

Source: Foresight Factory | Base: 4107 online respondents, GB, 2018 July



JANOS HORVATH

VIACOM
CONTENT STRATEGY EXECUTIVE

VIMN CEEI VISION FOR KIDS BRANDS

NICKELODEON PARTNER DAY

2019 Budapest



AGENDA

1

VIMN overview in CEEI

2

Kids brands overview

a)

Linear portfolio

b)

Digital products

c)

Social media presence

d)

Events

e)

Content sales

OVERVIEW ON VIMN CEE'S OPERATIONS

3 Offices:



Budapest
Prague
Warsaw



3 Brand Groups

Kids & Family
Youth
Young Adults & Entertainment

Viacom Digital portfolio

Development in

5 countries



203M

Households

CEEI REGION OVERVIEW

Poland • Czech • Hungary • Romania • Israel | Bulgaria • Croatia • Slovakia • Slovenia • Serbia | Albania • Bosnia • Kosovo • Macedonia • Montenegro

120+ million in population

30+ million payTV households (20+ on key markets)

ca. \$15,000 average GDP/capita

ca. \$3 billion ad market

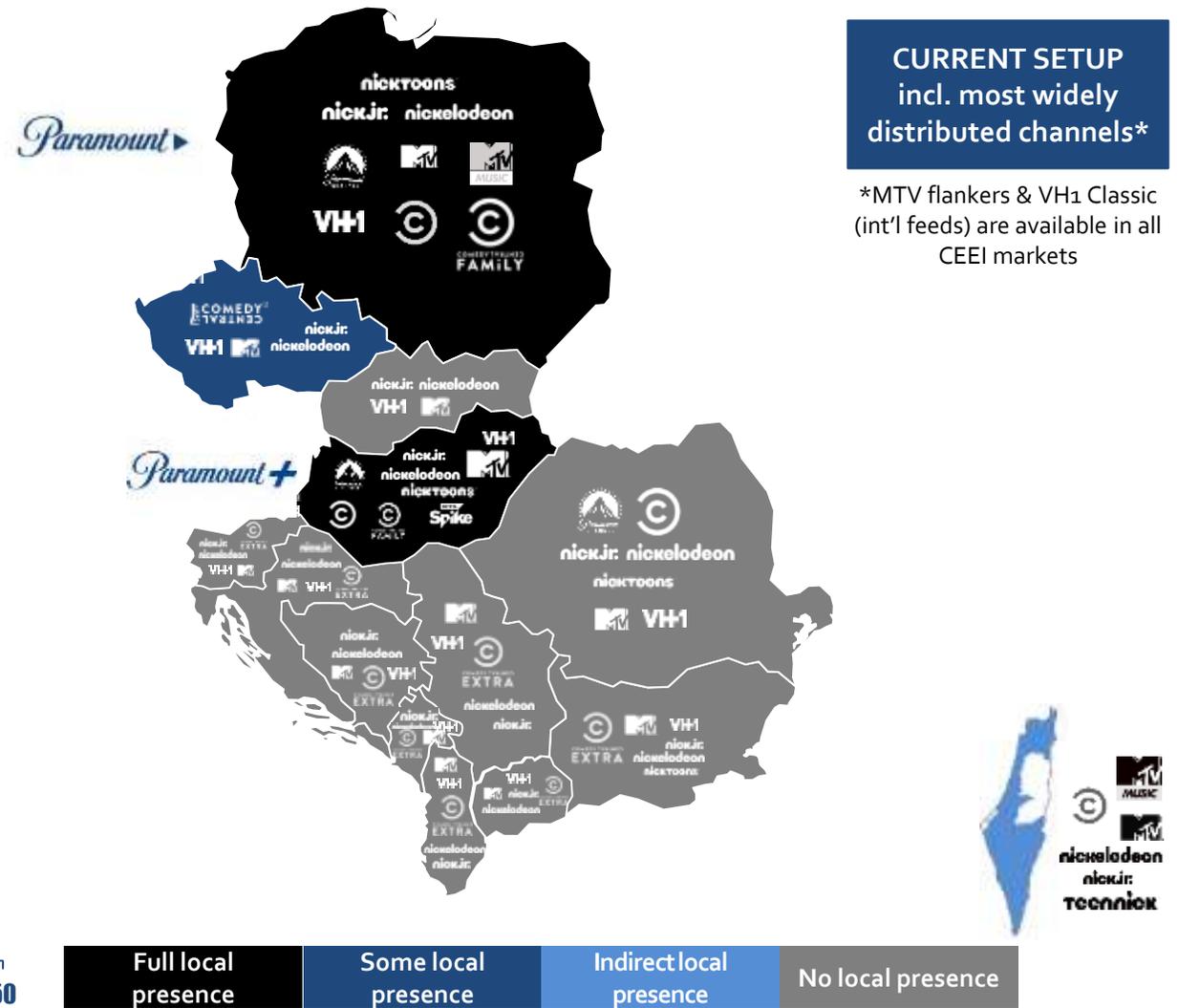
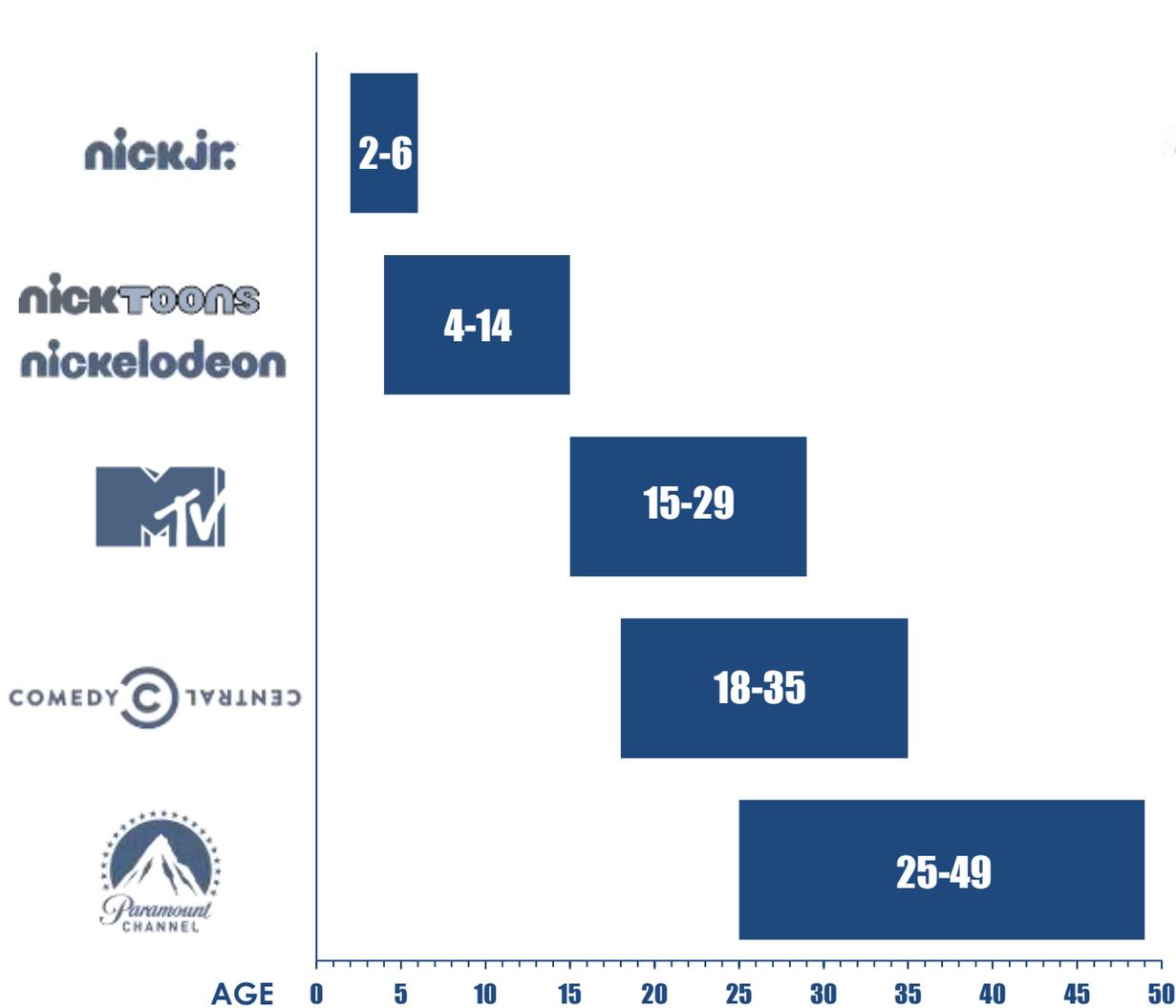
8 EU countries

VIMN is the leading international portfolio, employing ca. 150 people in 3 offices (Budapest, Warsaw, Prague)

- New channel launches
- Evolving OTT presence (Paramount+, Nick Play)
- Proliferating local production activity
- Award-winning creative division
- Attractive destination for outsourcing business activities (GBS in Budapest, MTS in Warsaw)

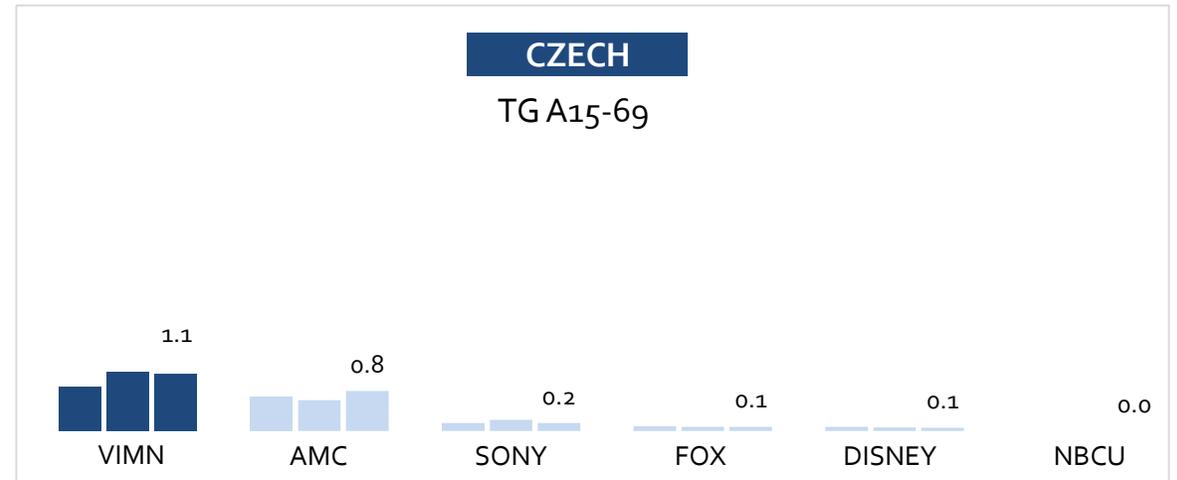
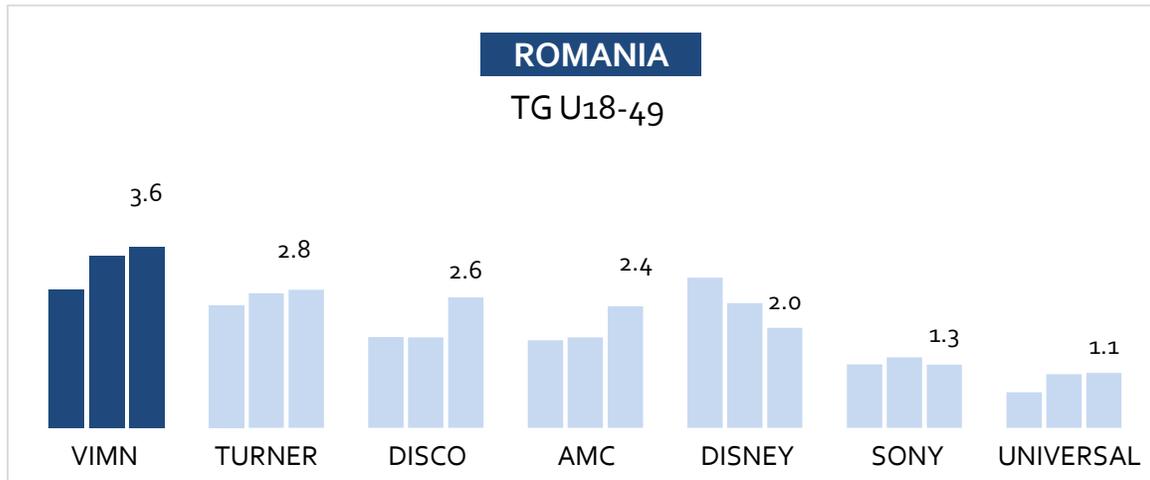
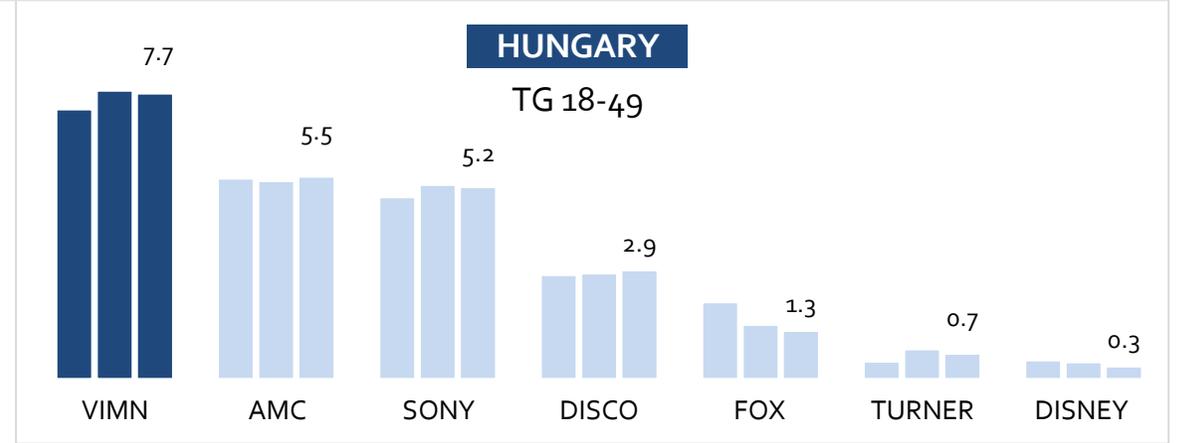
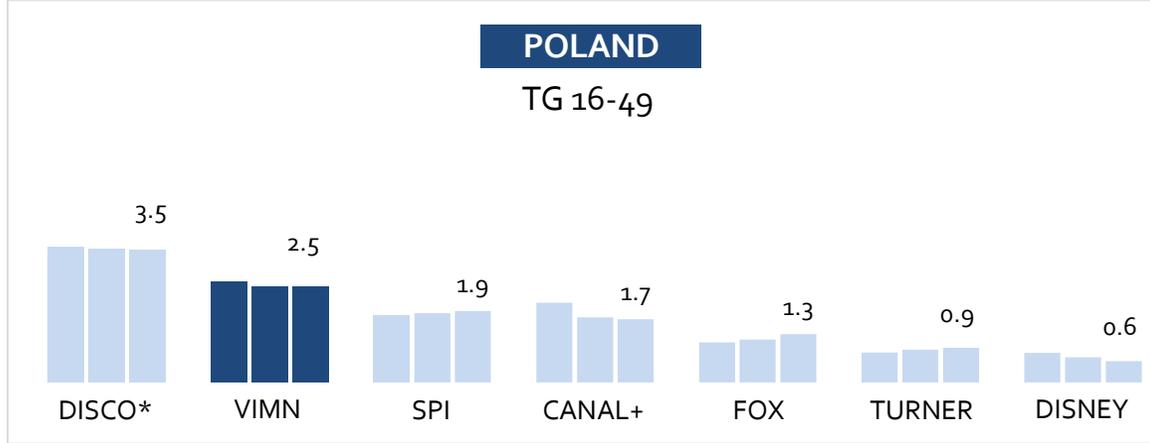


VIACOM'S BRANDS ARE WIDELY PRESENT IN THE REGION



VIMN IS LEADING INT'L PORTFOLIO IN KEY CEEI MARKETS

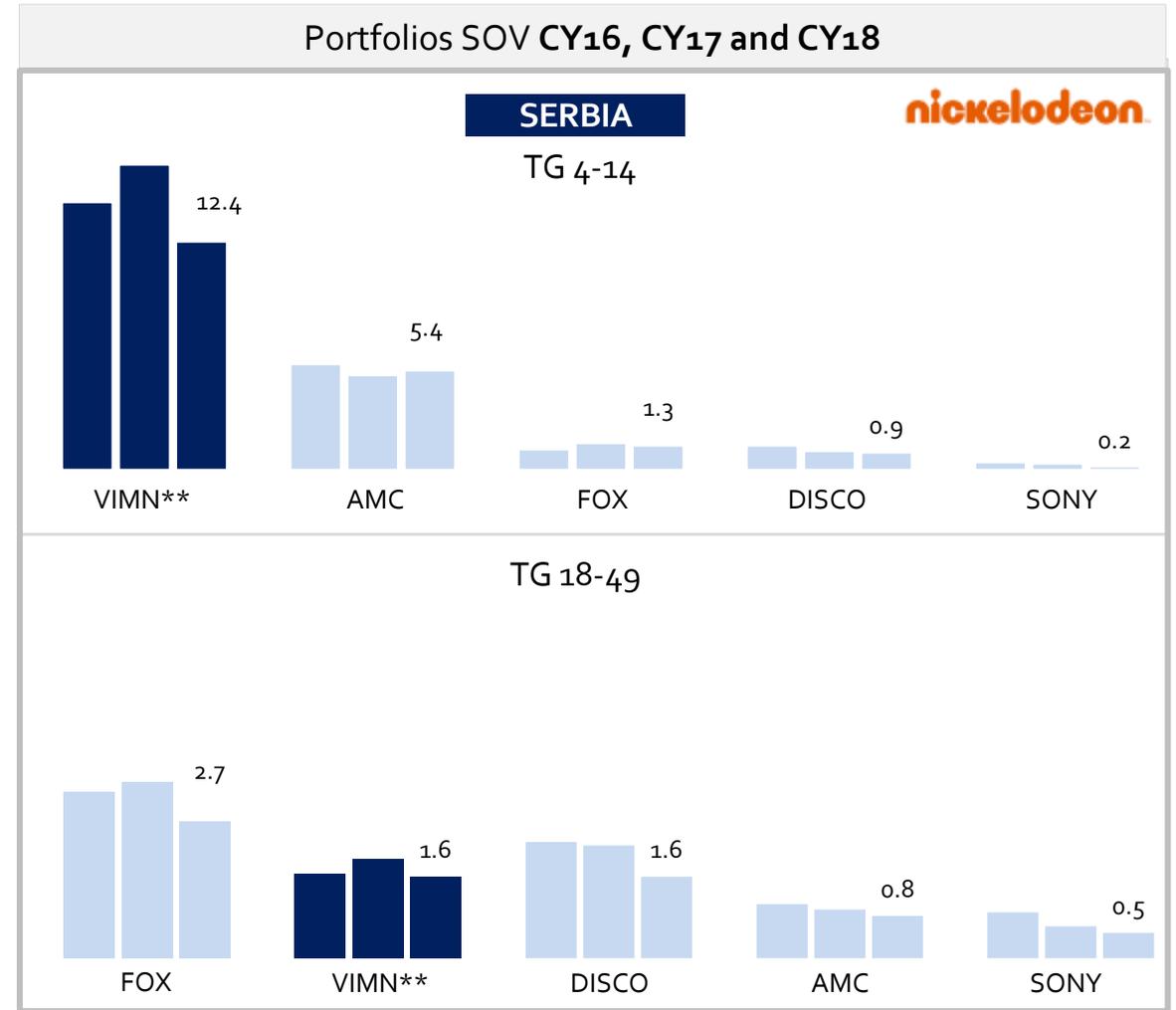
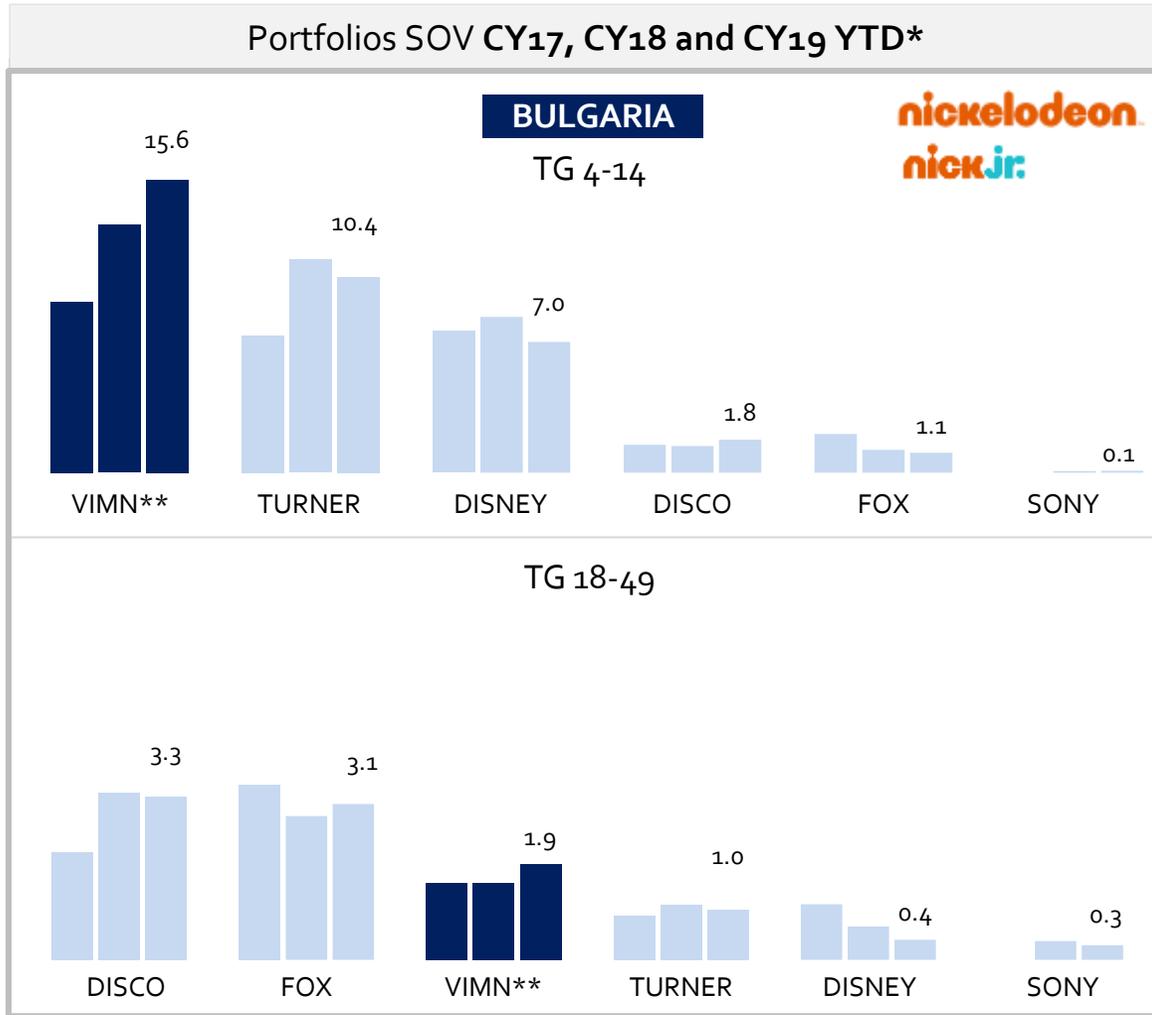
Portfolios SOV CY17, CY18 and CY19 YTD**



* incl. acquired Metro
 ** YTD as per middle of September

Daypart: 0600-2559, LIVE + VOSDAL + x days

AND ALSO SIGNIFICANT IN BULGARIA & SERBIA



* YTD as per end of July

**VIMN portfolio performance is driven by Nick Jr & Nickelodeon in Bulgaria. In Serbia, Nick Jr. is not yet measured

Daypart: 0600-2559

KIDS BRANDS OVERVIEW



nickelodeon

**BRAND:
KIDS FIRST**

**PROMISE:
WE WILL ALWAYS STAY TRUE TO KIDS**

**MISSION:
MAKE THE WORLD A MORE PLAYFUL PLACE**



BEING EVERYWHERE WHERE KIDS ARE...

ESTABLISH THE NICK UNIVERSE AS 360 DESTINATION FOR KIDS

- TV CHANNELS
- NON-LINEAR PLATFORMS
- NICKELODEON EVENTS
- SOCIAL MEDIA PRESENCE
- CONTENT SALES
- CONSUMER PRODUCTS

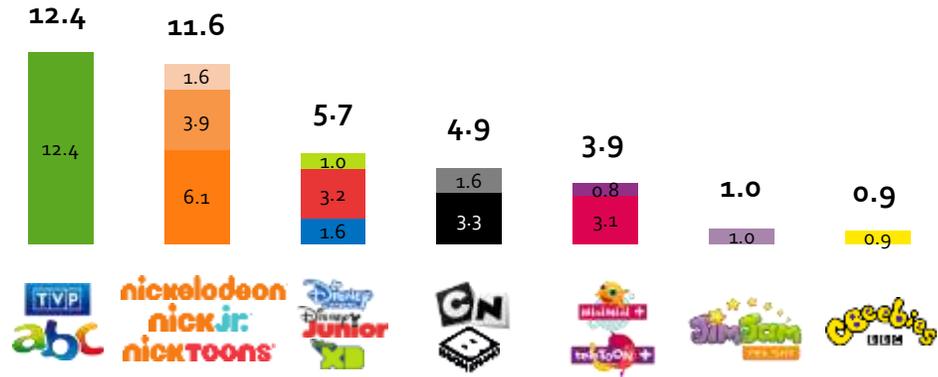


LINEAR KIDS PORTFOLIO

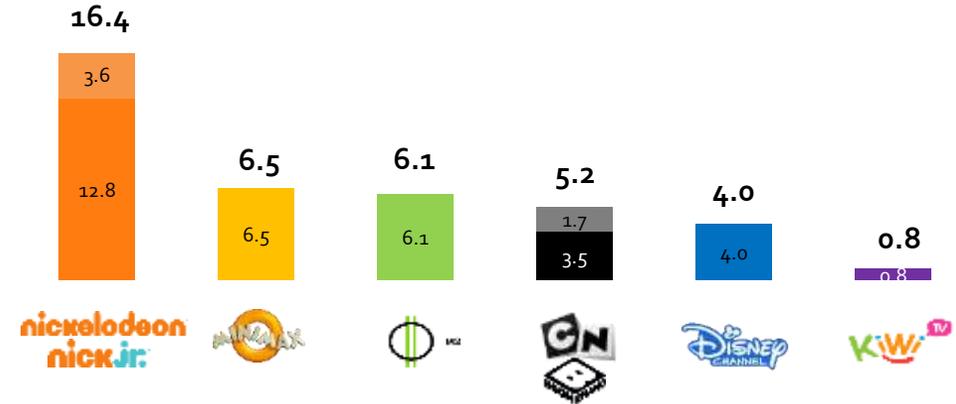


Our kids portfolio is outstanding

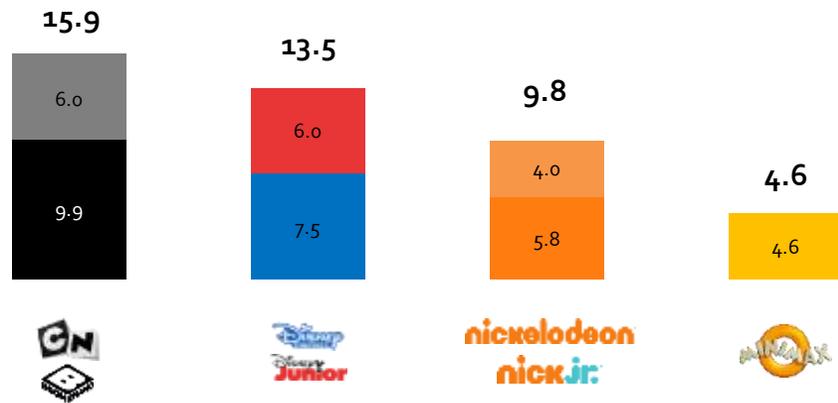
POLAND (4-12)



HUNGARY (4-14)



ROMANIA (4-14U)



CZECH (4-14)



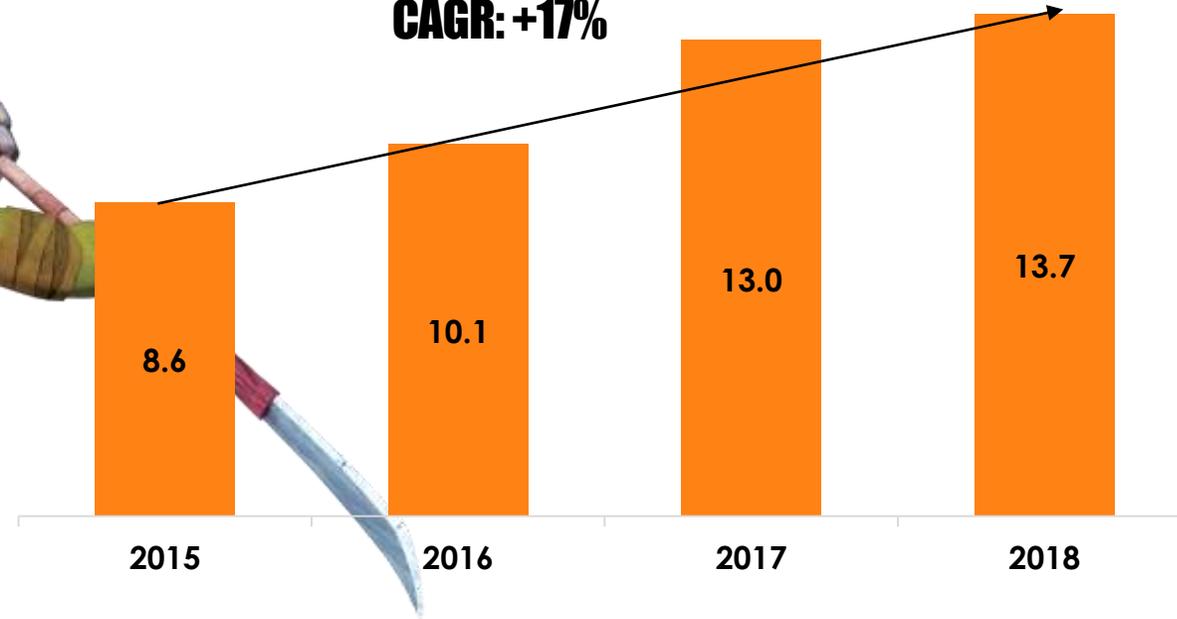
* As per 2018 full year data, 0600-2600

Continuous development in Croatia: +17% growth among kids



NICK + NICK JR.
KIDS TG (4-14)

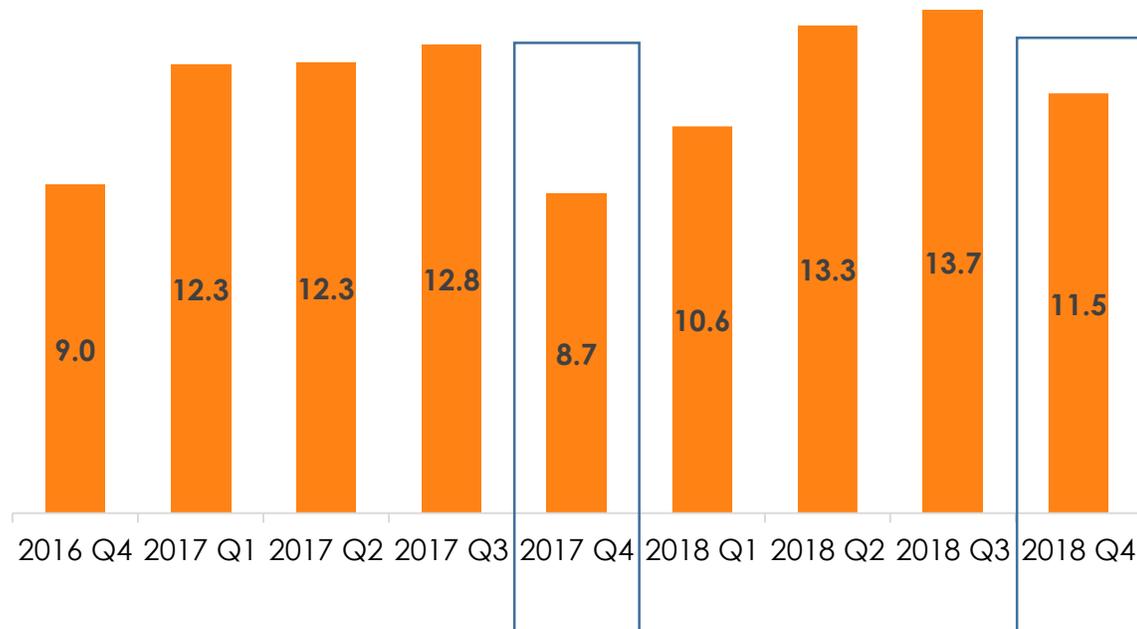
CAGR: +17%



In Slovenia, Nickelodeon is getting stronger among kids, stable performance on adult TG

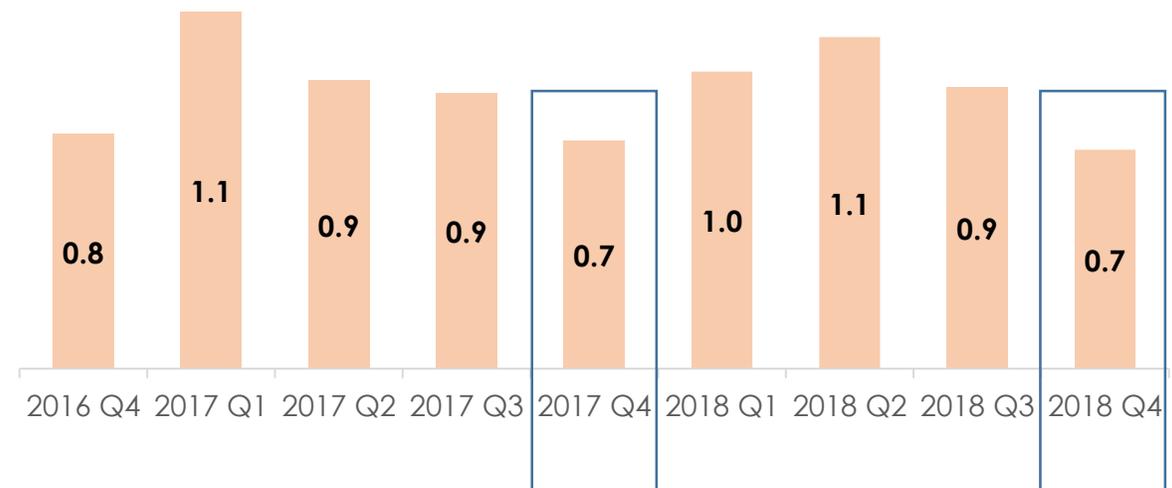
NICKELODEON
KIDS TG (4-14)

YTD growth: +31%



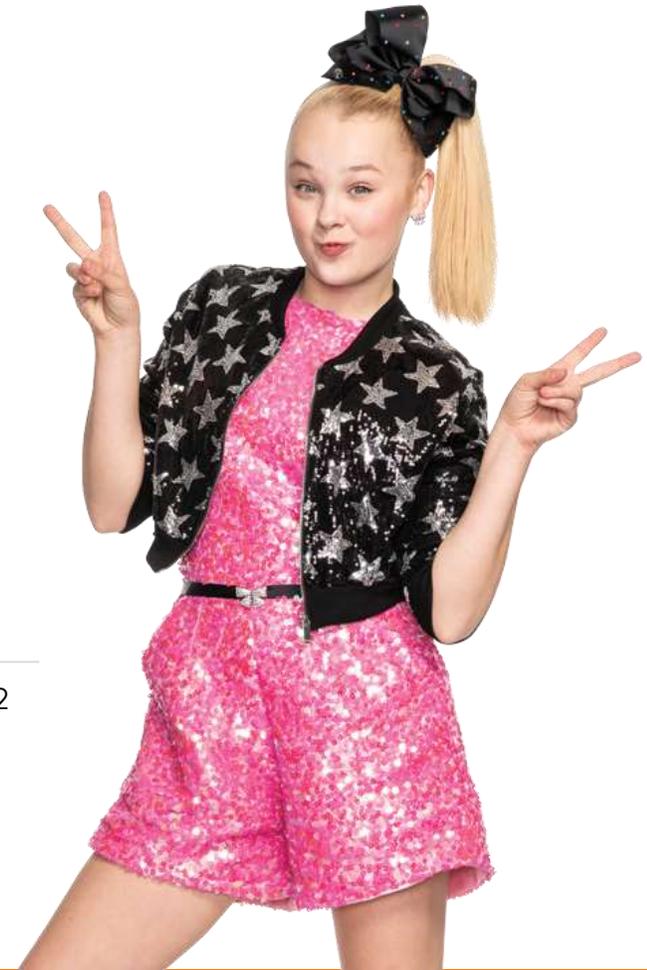
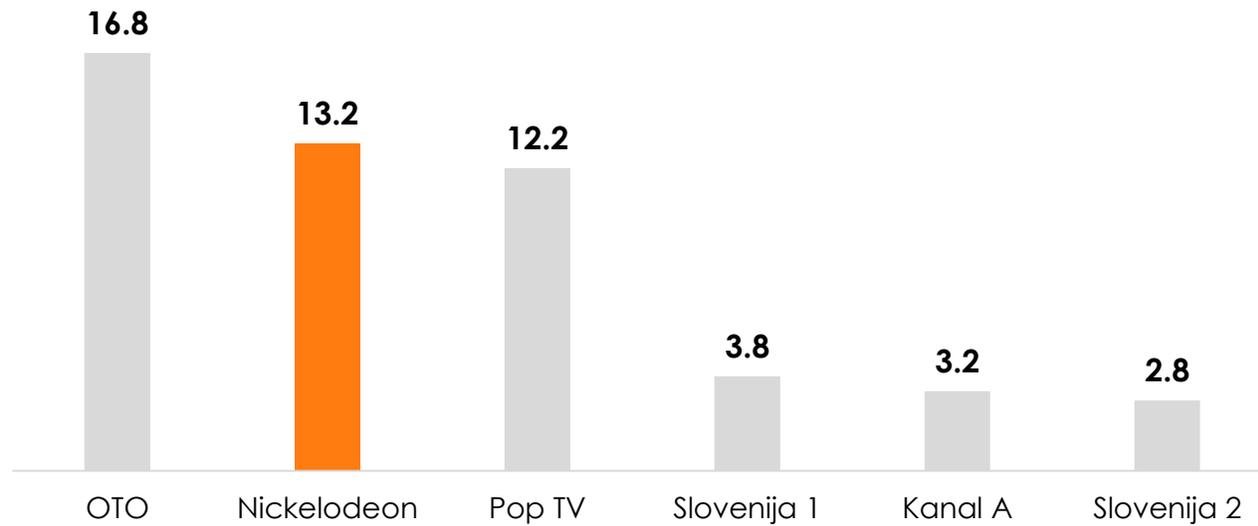
NICKELODEON
ADULT TG (18-54)

YTD growth: 0%



Among kids aged 4-9, Nickelodeon is among the leaders beating FTA player Pop TV

Kids landscape in Slovenia
CY18, TG4-9

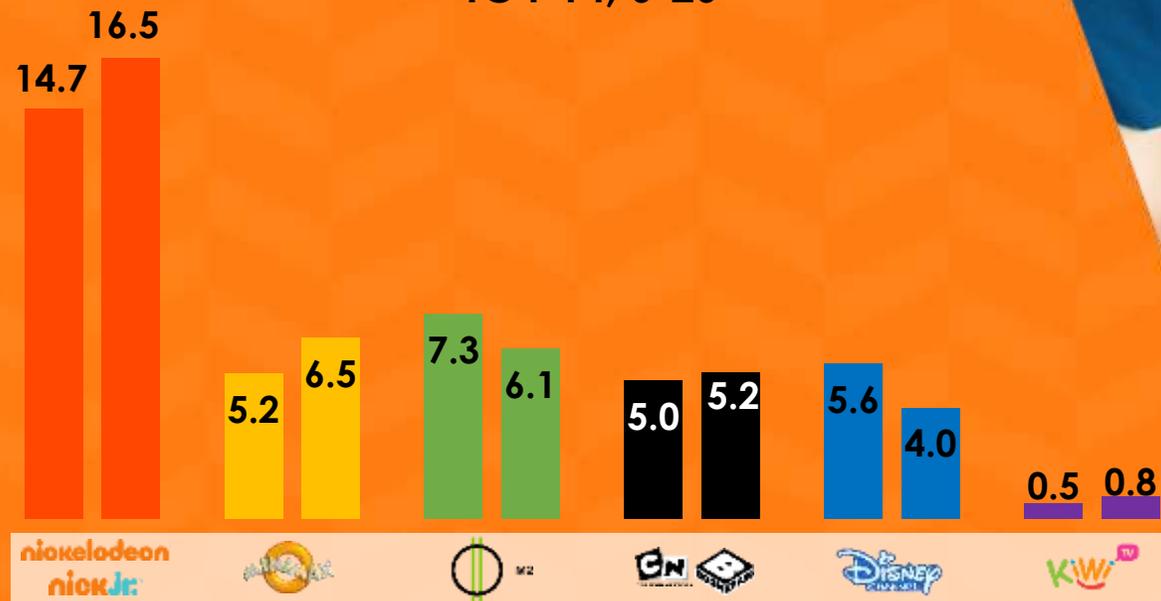


KIDS PORTFOLIO IN HUNGARY STRONGER THAN EVER

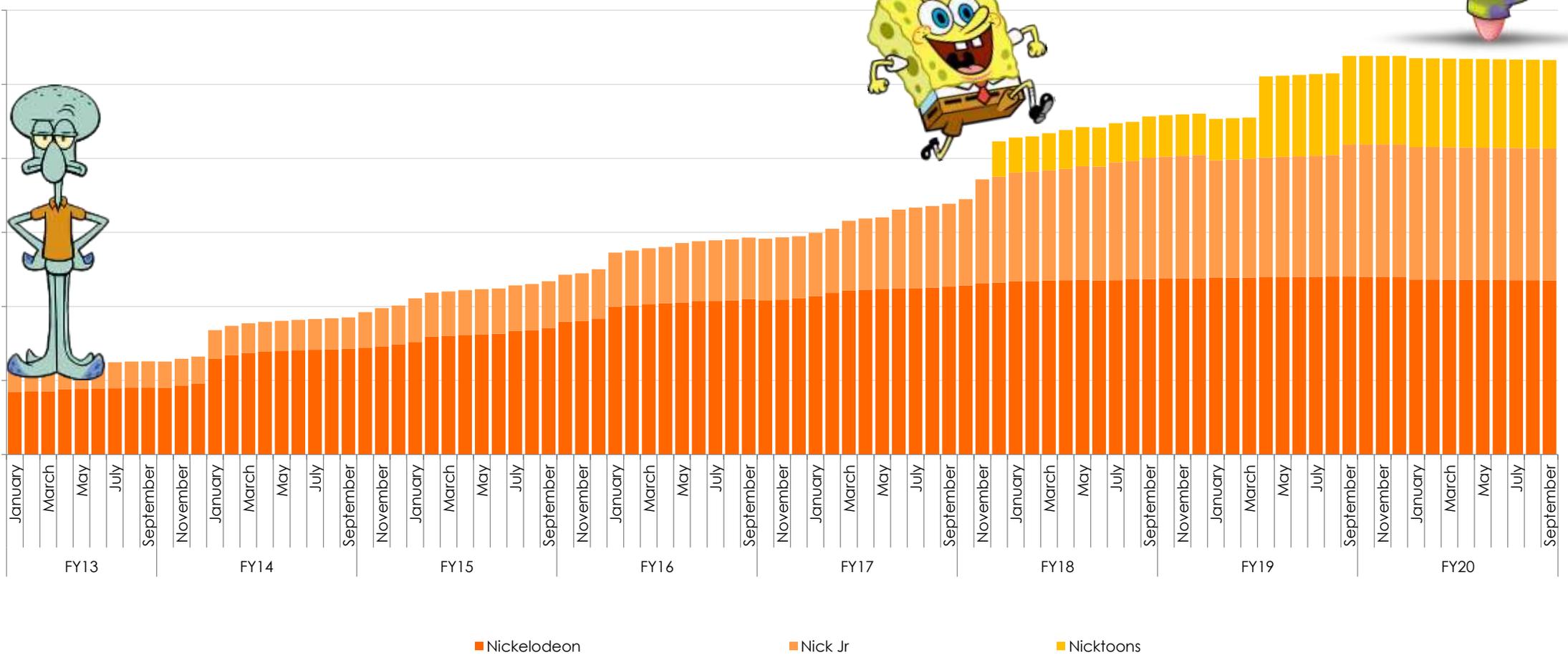
+12%

(SHR CY18 VS. CY17, TG4-14 06-26)

Kids portfolios in CY17 & CY18
TG4-14, 6-26



Our kids portfolio distribution in the CEE region is on a growth trajectory



ENTERTAINING ALL KIDS FROM TODDLERS TO TEENAGERS



nickjr™
KIDS 2-6



nickTOONS
KIDS 4-10



nickelodeon
KIDS 4-15



NICKTOONS COMPLETING THE PORTFOLIO

TARGET: 4-10

Nicktoons is the place for Action, Comedy and Adventure-packed cartoons featuring your favorite Nick characters

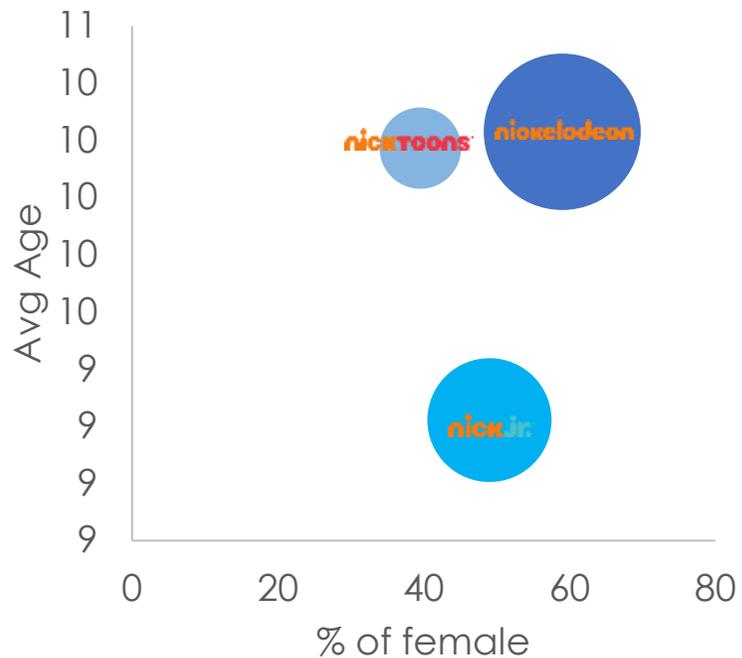
COMEDIC ANIMATION AIMS TO

- Broaden the imagination
- Make them laugh
- Be irreverent
- Bridge the gap between preschool content on Nick Jr and live action / animated content on Nickelodeon



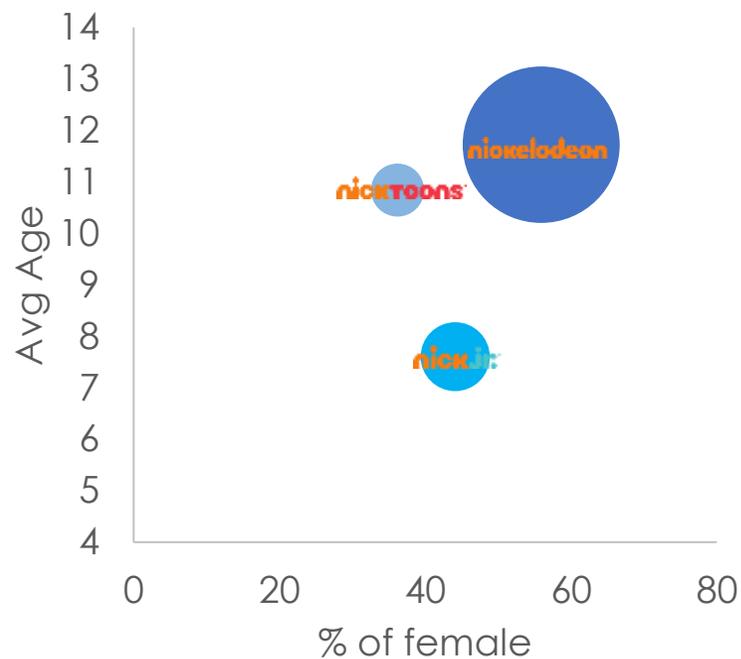
Nicktoons complements Nick portfolio with a stronger appeal to boys

POLAND (4-12)



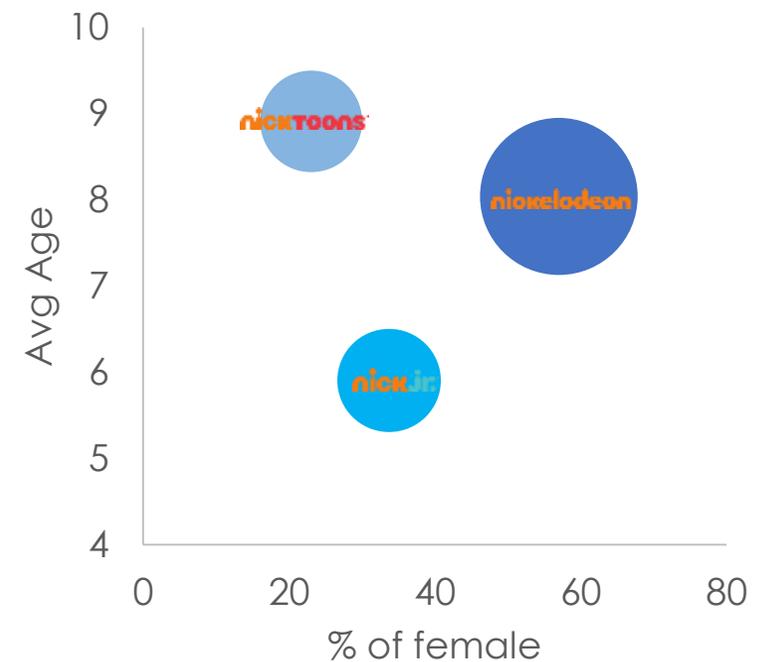
Source: Nielsen, 4-12, 0600-2059, 2019.04-2019.06TD

HUNGARY (4-14)



Source: Nielsen, 4-14, 0600-2559, 2019.04-2019.06TD

ROMANIA (4-14U)



Source: Kantar/ARMADATA, 4-14Urban, 0600-2559, 2019.04-2019.06TD

DIGITAL PRODUCTS





KIDS & FAMILIES ARE IN THE MIDDLE OF A MEDIA EVOLUTION



75%
OF KIDS & TEENS (6-17) AGREE
THAT "TV IS PART OF MY
DAILY ROUTINE"¹

1.3 HRS
SPENT PER DAY
ON TABLETS^{***}

- Close to 40% of households now have digital streaming devices in their home¹
- Kids 6-11 value the freedom to watch the content they love (on parent - approved services)¹
- Kids 6-11 are supported by their families with access to everything their families have in the household. Yet restrictions are tight.¹

% OF KIDS 9-11 WHO PERSONALLY OWN OR REGULARLY USE DEVICES:

”

AVG. TIME SPENT ON
NICK PLAY iOS &
ANDROID DEVICES*

38 MIN

OF PEOPLE WHO
ACCESS NICK PLAY,
USE MOBILE PHONES*

61.3 %



50%
SMART TV



72%
TABLET



72%
SMART PHONE

*Nick Play International Topline Report - Weekly February , 2018

**Kid Power - Global Edition September 2017 - Over 4,900 Kids 6-11 and over 4,100 parents of kids 6-11 in 30 countries through an online questionnaire. Countries surveyed: Argentina, Australia, Brazil, Canada, Chile*, China, Colombia, France, Germany, Hungary, India, Indonesia*, Italy, Japan, Malaysia, Mexico, Netherlands, New Zealand, Nigeria, Philippines, Poland, Portugal, Russia, Saudi Arabia, South Africa, Spain, Sweden, Turkey, UK, US. 27 of these countries were identical to a 2012 study, which is used for trending - *indicates the country was not included in the 2012 study.

“

SO WE BUILT

nickelodeon

▶ play



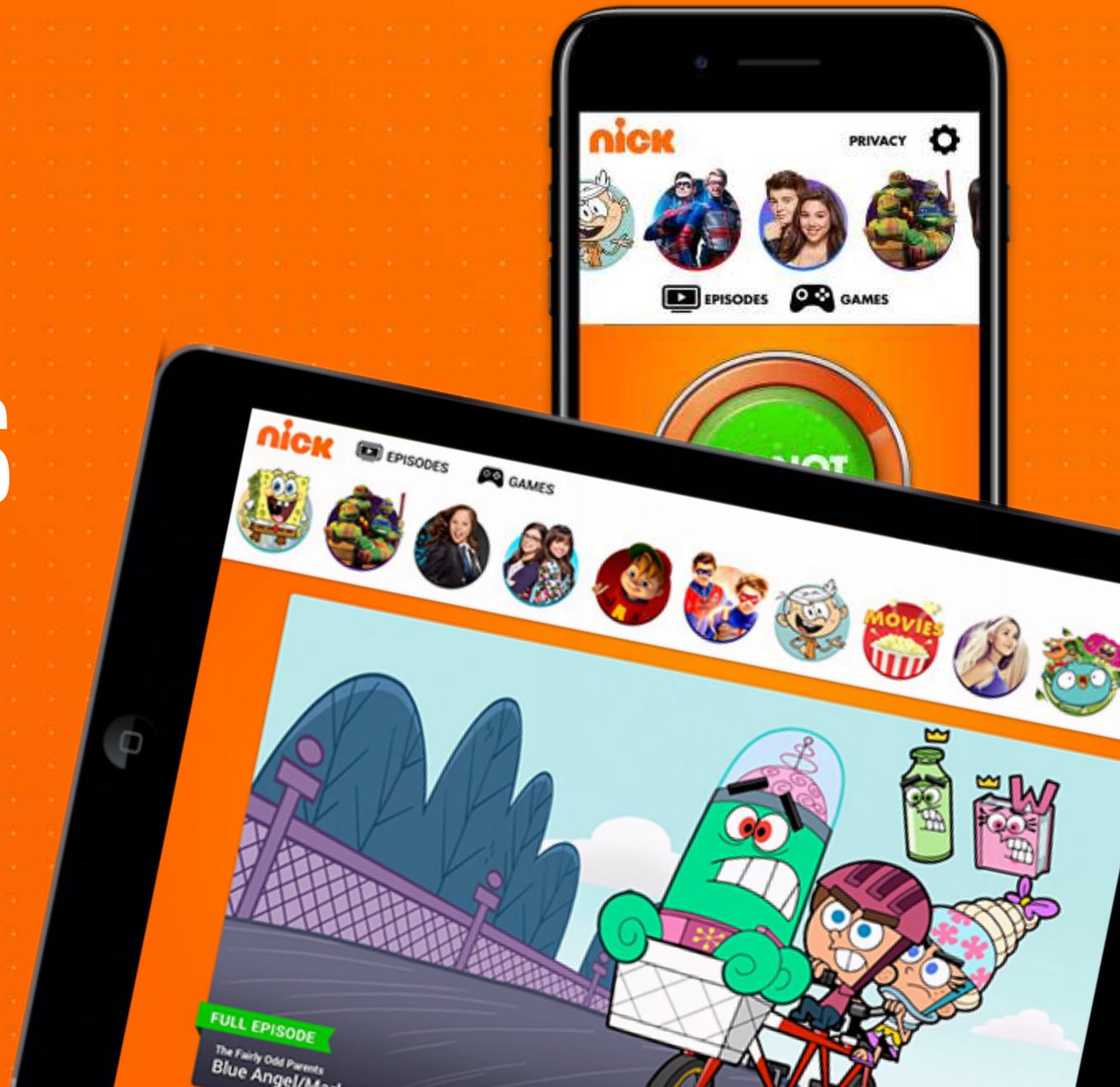
nickelodeon
▶ play

BUT WHAT IS IT? **NEVER-ENDING** **FUN AND FUNNY...** **FOR TODAY'S KIDS**

”

**A PLAYGROUND OF NICKELODEON FUNNY AT KIDS' FINGERTIPS,
WHENEVER THEY WANT..**

**A FREE DESTINATION WHERE KIDS CAN WATCH AND PLAY
WITH NICKELODEON**



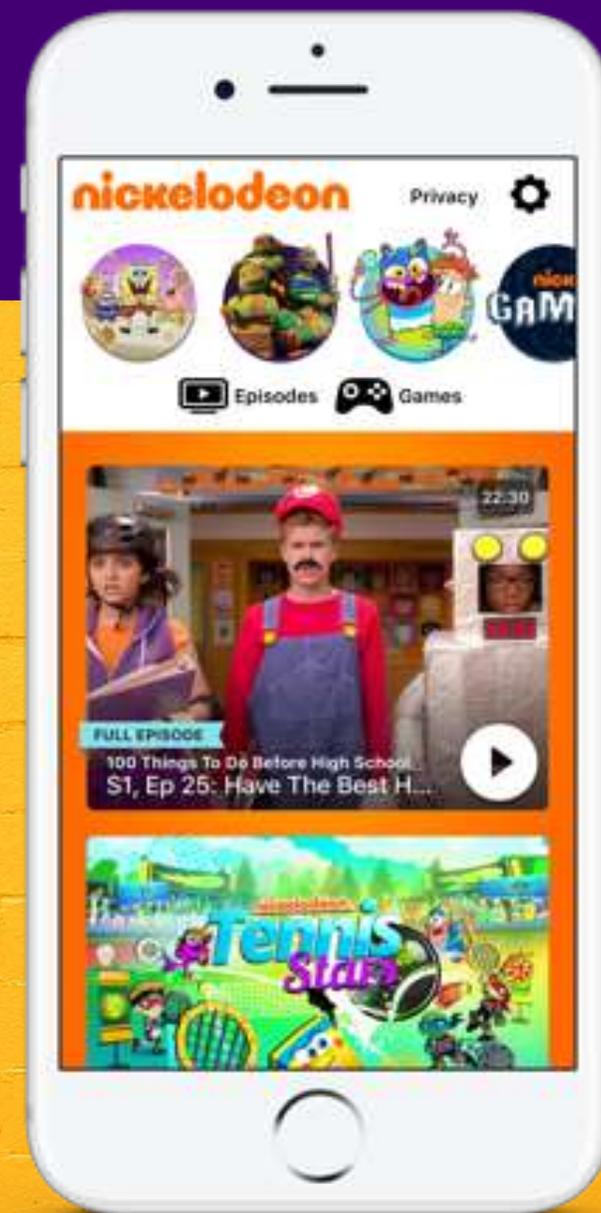
NICK PLAY IS A SUCCESS IN POLAND

260k
USERS REACHED



17_{MIN}
ATS
IN SERVICE

>10_M
APP LAUNCHES



**WE REACH KIDS
WHEREVER THEY ARE**

92%

**TRAFFIC FROM
MOBILE**



90%

**OF USERS HAVE ANDROID
DEVICES**

10%

OF USERS HAVE iOS DEVICES



8%
**TRAFFIC FROM
TABLETS**



SOCIAL MEDIA PRESENCE



WE INTEGRATE MILLIONS OF TOUCHPOINTS

VIMN communication platforms to support our linear content

| | | | | | | | | | |
|---|---|---|--|---|---|---|---|---|---|
|  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  | | | |
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|  |  |  |  |  |  |  | | | |

LOCATION BASED EXPERIENCES EVENTS



WE SEE SEVERAL OPTIONS FOR EVENTS

nickelodeon.

KIDS FEST

Nick Play Picnic

SLIME FEST

KCA's PRE PARTY



MTV Unplugged

MTV HYPERPLAY

CLUB MTV



FRIENDSFEST

COMEDY CENTRAL FESTIVAL

KIDS FEST: ATTRACTIONS

- **50+ attractions**
 - **Nickelodeon characters**
 - **Funny mirrors in the pineapple SB house**
 - **Blaze racing**
 - **Climbing wall**
 - **Line park**
 - **Bungee trampoline**
 - **Slime sections**
 - **Ninja Turtles laser tunnel**
 - **Football team touring bus**
 - **Play with football stars**
 - **Meeting the football team**
- **Local influencers tent**
- **Concert (local kids star) small stage**
- **Football tournament for kids with prizes**



CONTENT SALES



EXPANDING REACH BY CONTENT SALES IN HUNGARY



- Avatar: The Last Airbender
- Blaze And The Monster Machines
- Harvey Beaks
- Bubble Guppies
- PAW Patrol
- Butterbean's Café
- Rusty Rivets
- Nicky, Ricky, Dicky & Dawn
- SpongeBob SquarePants
- PAW Patrol
- Teenage Mutant Ninja Turtles
- PAW Patrol: Mighty Pups
- The Loud House
- Team Umizoomi
- The Adventures of Jimmy Neutron Boy Genius
- The Fairly OddParents
- Wallykazam!



THANK YOU

DAVEY BACKX

VNCP
LICENSING & RETAIL MANAGER



EXPERIENTIAL ACTIVITIES



***““ I PRIORITISE EXPERIENCES
OVER BUYING AND
OWNING THINGS”***

63% OF 13-49 YEAR OLDS GLOBALLY

2019
2020

PAW Patrol Live Tour
Meet & greet activations
Cinema events





nickelodeon



PAW PATROL LIVE!

RACE TO THE RESCUE

PLAY DATES

FOR 2019/20



Hungary

Debrecen: December 31

City TBC: January 1

Budapest: January 3-5

Romania

Cluj: 7 January

City TBC: 9 January

Bucharest: 10-12 January



MEET & GREET ACTIVITIES



MEET & GREET ACTIVITIES



MEET & GREET

ACTIVITIES



MEET & GREET ACTIVITIES



MEET & GREET ACTIVITIES



MEET & GREET ACTIVITIES



MEET & GREET ACTIVITIES

PAW Patrol mini live show

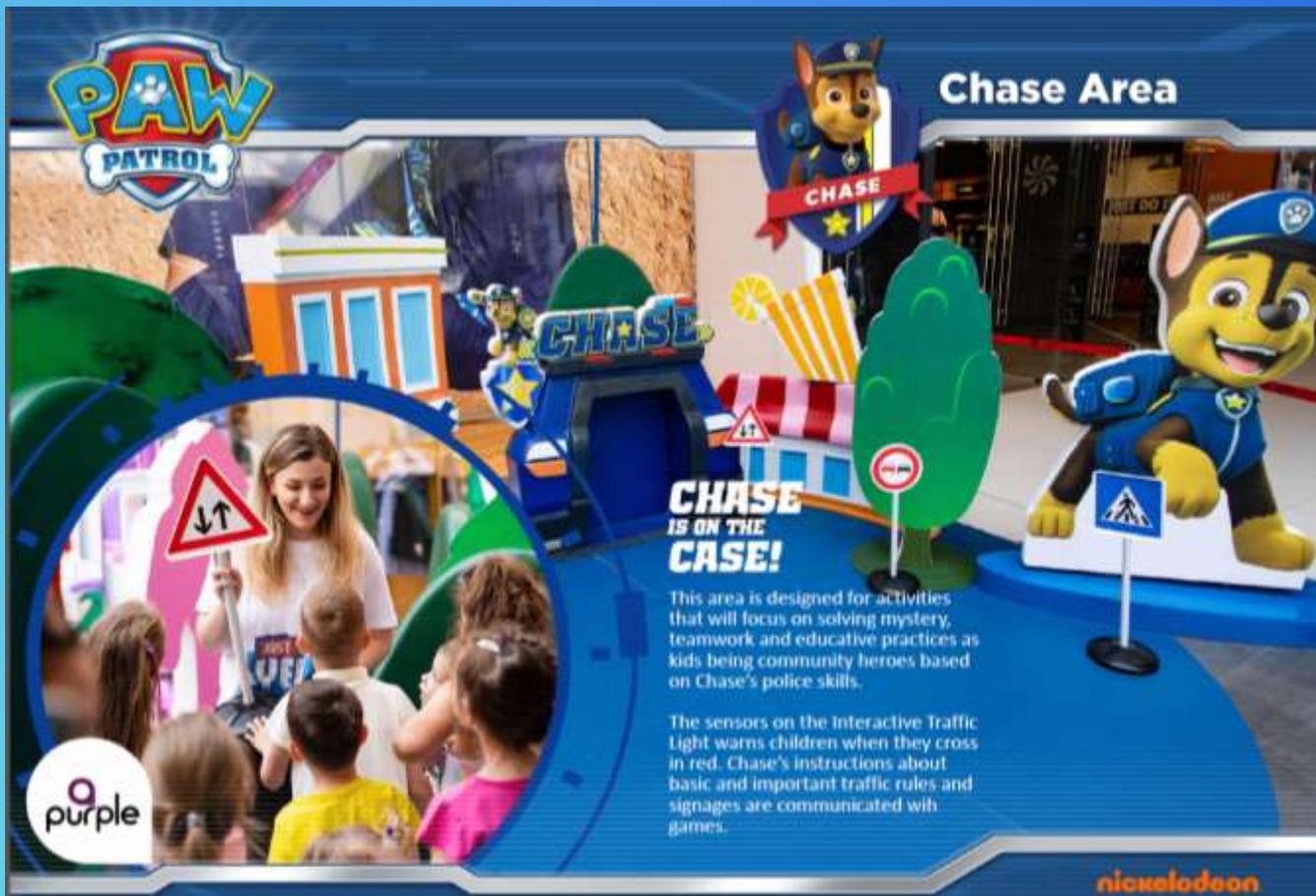


MEET & GREET ACTIVITIES



MEET & GREET

ACTIVITIES



MEET & GREET ACTIVITIES



MEET & GREET ACTIVITIES



MEET & GREET ACTIVITIES



MEET & GREET ACTIVITIES



MEET & GREET ACTIVITIES

PAW Patrol mini live show





CINEMA *EVENTS*

 **BONTONFILM**



PROMOTION – CZECH SOCIAL NETWORK - FACEBOOK, INSTAGRAM

❖ PROMOTION - CONTEST



SOUTĚŽ

PAW PATROL

PŘEDPREMIÉRA PRAHA

Bontonfilm
Zveřejněno Lukáš Vedrák (M)
27. července

VYLOSOVÁNO! SOUTĚŽ s Tlapkovou patrolou. Pojďte na předpremiéru TLAPKOVÉ PATROLY, která míří do kin. Označte někoho, kdo má rád psy a třeba vás vykosujeme. Pozor - pro děti platí dress code = oblečení s motivem tlapkovky KDY. CineStar Anděl v Praze, 30.7. od 18:00

Označit fotku Označte produkty na fotce
Přidat místo Upravit

Vám a 160 dalším 183 komentářů 30 sdílení

To se mi líbí Okomentovat Sdílet

Najrelevantnější

- Bontonfilm Díky všem, výherci dostali zprávu. BF
To se mi líbí · Odpovědět · 6 1
7 odpovědí
- Luci Rosová Naše dětičky je miluji
To se mi líbí · Odpovědět · Zpráva · 6 1
- Věra Bergmanová Určitě naše Kačenka a její parták Rony


Napište komentář

❖ PROMOTION - POSTER



TLAPKOVÁ PATROLA

PAW PATROL

V KINECH OD 1. 8. 2019

nickelodeon BONTONFILM

Bontonfilm
Zveřejněno Lukáš Vedrák (M)
19. července

Nejnovější dobrodružství Tlapkové patroly bude V KINECH! Doře si promyslete, jestli to řeknete dětem. Protože pak už budete muset jít 😊 Od 1. srpna!

Označit fotku Označte produkty na fotce
Upravit

Vám a 600 dalším 339 komentářů 386 sdílení

To se mi líbí Okomentovat Sdílet

Najrelevantnější

- Veronika Staniková Jee, děkujeme za info
To se mi líbí · Odpovědět · Zpráva · 8 1
1 odpověď
- Pavlaas Ladislavová A bude to i v kině v novém baru
To se mi líbí · Odpovědět · Zpráva · 8 1
- Jakub Matějka Jááá tak ne to se těším Tlapková patrola FOREVER 🐾
To se mi líbí · Odpovědět · Zpráva · 8 1
- Jirka Ondřejka Jsem rád, že jsem vyrůstal na Toy Story 😊
To se mi líbí · Odpovědět · Zpráva · 8 1
- Veronika Sukupova Zlázka Sukupová... naco pro Lukáška a Rad
To se mi líbí · Odpovědět · Zpráva

Napište komentář

PROMOTION - SOCIAL NETWORK - FACEBOOK, INSTAGRAM

❖ PROMOTION - CONTEST



Hraj o 3 balíčky s filmom Labková patrola

Napiš nám, koľko by si zobrala do kina na tento film, ktorý z troch balíčkov by ťa potešil a vyhraj

- párty set + 2 lístky do kina
- knižný set + 2 lístky do kina
- kozmetický balíček

najmama.sk



Najmama.sk
- 30. júna

Súťaž. Až vaše detičky milujú seriál Labková Patrola? Tak tentokrát prichádza do kín a my pre vás máme nachystanú super súťaž 🐾🐾🐾

👉 Čo musíte urobiť? 👉

👉 Like Najmama.sk

👉 Označiť osobu, s ktorou by ste išli do kina a napísať nám, ktorý balíček by ste chceli vyhrať

Veľa šťastia! 🍀

👍👍👍 1,2 tis.

1,6 tis. komentárov
387 zdieľaní

👍 Páči sa mi to 💬 Komentovať ➦ Zdieľať

Najrelevantnejšie -

Jaroslava Husáková Iľková Tlábková patrola je u nás doma 📺 rozprávka... určite by sme si vybrali set c.2 🍀
Páči sa mi to · Odpovedať · 51 · Upravené

Alexandra Pápayová Išla by som s dcérou Rebekou, veľmi by nás potešil knižný set + lístky do kina na jej 5 narodeniny 🍀🍀
Páči sa mi to · Odpovedať · 51

Iveta Luňáková Zobrala by som hlavne vnučka Adamka, ktorého máme zveraného do starostlivosti. Je normálne závislý na tomto, už má okrem hračiek aj ponožky, slippy, trička, papučo 🍀 ale zobrala by som

Napište komentár...



Špuntík.sk
- 31. júna

🐾 SÚŤAŽ 🐾 so Špuntíkom a animovanou rozprávkou Labková patrola! Mili rodičia, určite zažívate so svojimi špuntíkmi leto plné dobrodružstiev. Časíe z nich vám prinesie chlapec Ryder a jeho dobre známy psi zachránarský tím! 🐾

Napište nám do komentára ako trávíte letné dni s vašim Špuntíkom a my 3 z vás odmeníme skvelými darčekmi pre celú rodinu. Labku na to! 🍀

Vyhrať môžete:
🍀 rodinný pobyt v Hotel Fleisy Spa & Fun Resort (ubytovanie pre 2 dospelé osoby + 1 dieťa na 2 noci s polpenziou a vstupmi do wellness)
🍀 kniha a omaľovánka
🍀 kozmetický balíček

Žrebujeme v pondelok, 6. augusta!
Príďte sa pozrieť so svojimi ratolesťami ako sa labkovému tímu podarí zachrániť vzniknutú situáciu už 1. augusta do vášho kina.

Pravidlá súťaže: bit.ly/Pravidla_sutaze

👍👍👍 276

328 komentárov
108 zdieľaní

👍 Páči sa mi to 💬 Komunťovať ➦ Zdieľať

Najrelevantnejšie -

Monca Patricek Len My sme každý deň v kine max odpoledne celé prázdniny synčeka by veľmi potešila keďže ma od mala rád paw patrol 🍀
Páči sa mi to · Odpovedať · 51

Nana Hložáková Chodíme sa občas kupat hrne se na ihriskách. Ešte sa chystáme na pár dní k vode. Ľ synček a najväčšie výlety do Zoo a tak. Múha by nás veľmi potešila... 🍀
Napište komentár...



CINEMA *EVENTS*

Multikino® 

Multikino® Więcej niż kino.



www.multikino.pl

Multikino® Więcej niż kino.



Sobota i niedziela, godz. 10:30 i 12:00

szczegóły na www.multikino.pl





PAW
PATROL

MIGHTY
PUPS



READY RACE RESCUE

Q1
2020

PRESCHOOL *UPDATE*



ALEXANDRA VAN RIJN

VNCP
TRADE MANAGER & SALES SUPPORT

nickelodeon
Shimmer & Shine



SEASON 4



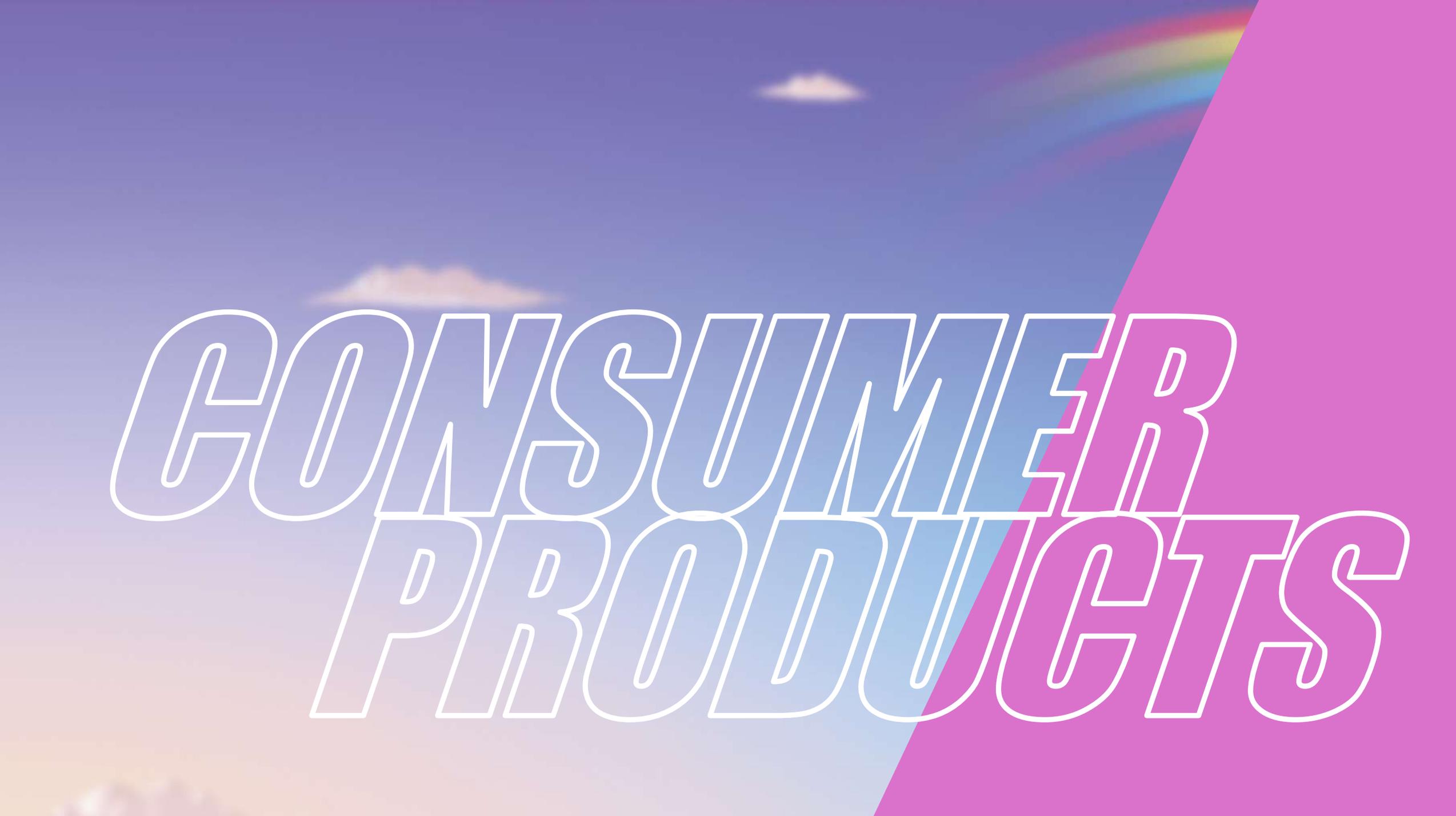


RETAIL &

MARKETING

CROSS CATEGORY





*CONSUMER
PRODUCTS*



DLH55 6" OPP Doll Asst.



FVM95
Rainbow Doll
Asst.



DYW01 Zahramay falls playset



GUIDES



BEST PRACTISE

BLOMMINGDALES



BABYSHOP



BENETTON



GEORGE



TRENDS



EMBELLISHED PEARL





nickelodeon
**Shimmer
&
Shine**

Sunny Day



nick jr.TM

**Launched
May 2018**

Curriculum

PROBLEM-SOLVING

TEAMWORK

ENTREPRENEURSHIP

SELF-EXPRESSION





nick jr.™

SEASON 2



Sunny Day
Style Files
nick jr.
YOUTUBE





**TOYS
LAUNCH
Fall 2019**

**OTHER
CATEGORIES
SPRING 20'**

**CP TARGET
GIRLS 3-6**

**KEY CATEGORIES
TOYS, GAMES & DOLLS
SOFT LINES
CONTENT
BEAUTY PRODUCTS**



LICENSEES 2019

- Marko
- Amscan
- Hedrave
- Tech 4 Kids
- Ravensburger Spielverlag GmbH
- Sambro International Limited
- TY
- Trefl S.A.



**THANK
YOU**





nickelodeon
TOP WING

The logo for Nickelodeon Top Wing. It features the word "nickelodeon" in its signature font at the top. Below it, the words "TOP WING" are written in large, bold, stylized letters. "TOP" is yellow with a blue outline, and "WING" is orange with a blue outline. To the right of the text is a yellow penguin character with a blue helmet and a white scarf, flying.

MEET THE HIGH-FLYING *GADETS*



SWIFT

ROD

BRODY

PENNY



CURRICULUM

- Social-Emotional
- Resilience & Grit
- Self-Efficacy & Competency



KEY SHOW ***ELEMENTS***



BADGES



WATCH

SEASON 2

- FOUR SPECIALS
- NEW CHARACTERS
- NEW UNIFORMS
- NEW VEHICLES



PRODUCT **& RETAIL**

CP STRATEGY



CEE
CP Launch
Fall 2019

Master Toy







TOP WING
PTASIA AKADEMIA

Nowa kolekcja BAJEK

Co powiesz na fantastyczną zabawę z kadetami z Ptasiej Akademii? Dowiedz się, co spowodowało piratów na czarowanej Wyspie. Dlaczego zepsuł się Żółty Pociąg? Zobacz więcej! Ta książka to zbiór historii o przyjaźni, współpracy i wspaniałych przygodach.

EGMONT.pl

Cena: 32,99 zł



nickelodeon

#668596

www.nick.com.pl

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© 2019 Viacom International, Inc.

nickelodeon

nickelodeon

TOP WING
PTASIA AKADEMIA

Nowa kolekcja BAJEK

EGMONT

Nowa kolekcja BAJEK



Costume Characters



Licensees 2019

- Amscan
- Carbotex
- Egmont
- Sambro
- Ravensburger
- Procos
- Clementoni
- Primark
- Worlds Apart
- Zaini
- Playdoh





**THANK
YOU**

MAUD RAMBONNET

CPLG CEE
BRAND MANAGER



nickelodeon



#1

**Preschool show
since launch
among Kids 2-5**



TV

nickelodeon

nick jr.

SVOD

most
RTL

HBO

Paramount+

amazon
prime video

NETFLIX

FTA

RTL
K L U B

nova

TV
puls

Pikaboo

PAW
PATROL

PBS
KIDS

BANG
BANG

GUFO

POP

junior

PTC | 2

HAYAT

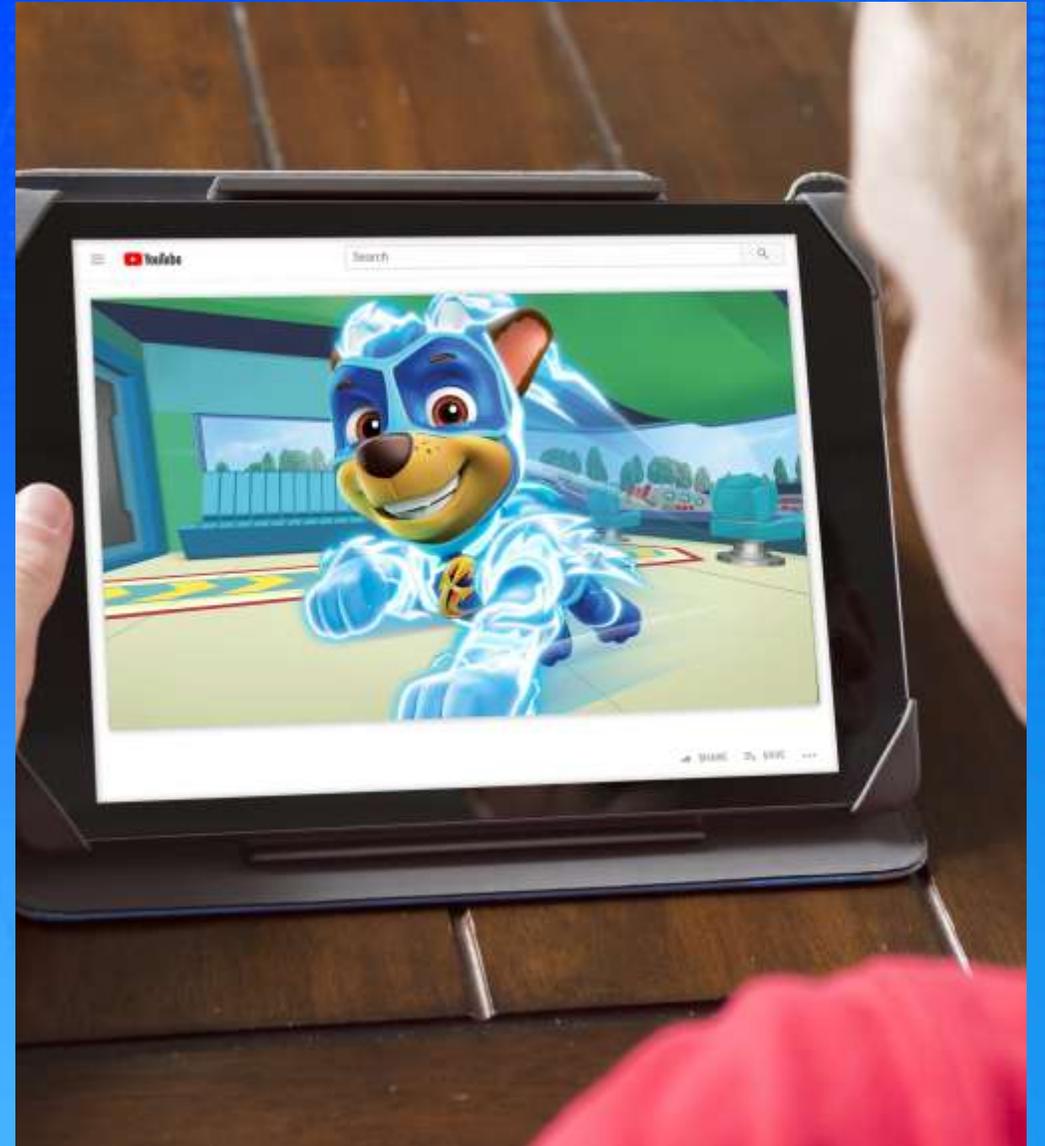
RATINGS

#1 series on Nick Jr
in Poland, Hungary,
Czech Republic, Romania
& Bulgaria



NEW YOUTUBE SERIES

LOCALIZATION TBC





MIGHTY PUPS

MARCH 2019



ULTIMATE RESCUE

June 2019





A W 2 0 1 9



READY RACE RESCUE

SS20

SEASON 7 CONFIRMED

LAUNCH 2020





JULY 2020



AUTUMN 2020



JET TO THE RESCUE

Q 2 2 0 2 1





40%



Core

60%



Thematic

Walmart

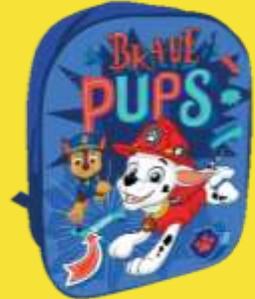


+10%

TO CORE SALES



STARPAK



2019 Recap



New theme launch



- New products: vehicles; figures; playsets

- Marketing: 2 TV campaigns + influencers + trade

New line launch!



- Marketing: 1 TV campaign + influencers + trade

Core refresh!



- Marketing: 1 TV campaign + influencers + press + trade

Spring 2020



Product segmentation



BRAND NEW PRODUCT
STRAIGHT FROM
**ENTERTAINMENT TO
DRIVE INCREMENATAL
PURCHASE**



DELIVER EVERGREEN
PRODUCTS IN KEY
SEGMENTS AS ENTRY
INTO THE BRAND



EXPAND NEW WAY TO
PLAY TO KEEP FANS
ENGAGED LONGER



Mighty Pups theme line

Refresh!



Mini Figures Asst. (9)
6045829

NEW!



Mighty Pups Pup Asst. (6)
6052293

NEW!



Lights & sounds!

Themed Vehicles Asst. (6)
6053026

NEW!

Transformation!



Power Changing Vehicles Asst. (2)
6052653

Playset!

NEW!



Mighty Pups Supersonic Jet
6053098

NEW!

Playset!



Mighty Pups Lookout Tower
6053408



Themed Vehicles Asst. 6053026

Lights & Sounds!

Unique designs!



Power Changing Vehicles 6052653



Transform to
Power Changing
Mode!



Projectile
Launchers!

Mighty Jet 6053098



Vehicle
Launcher!



Ryder Figure
Included!

Lights & Sounds!

Jet Opens into
Mobile HQ!



Product segmentation



BRAND NEW PRODUCT
STRAIGHT FROM
ENTERTAINMENT TO
DRIVE INCREMENTAL
PURCHASE



DELIVER EVERGREEN
PRODUCTS IN **KEY**
SEGMENTS AS ENTRY
INTO THE BRAND



EXPAND NEW WAY TO
PLAY TO KEEP FANS
ENGAGED LONGER



Spring 2020 Core line

Refresh



Action Pack Pup Asst.
6022626

Refresh



Basic Vehicles Asst.
6052310

NEW



Split Second Vehicles



PAW Patrol R/C
6054863



Lookout Tower
6022632



Paw Patroller
6024966



Lifesize Lookout Tower
6037842



Action Pack Pups Asst. 6022626

Carry Forwards



New Chase & Marshall Uniforms

2 Clip On Uniforms

Split Second Vehicles Asst.



Also Available



Projectile Launchers

Includes 2 Figures

Spring 2020 Segmentation



BRAND NEW PRODUCT
STRAIGHT FROM
ENTERTAINMENT TO
DRIVE INCREMENTAL
PURCHASE



DELIVER EVERGREEN
PRODUCTS IN KEY
SEGMENTS AS ENTRY
INTO THE BRAND



EXPAND NEW WAY TO
PLAY TO **KEEP FANS**
ENGAGED LONGER



**TRUE
METAL**

TRUE METAL SPRING 2020

NEW



**TRUE METAL VEHICLE ASST.
6053257**

NEW



**CLASSIC GIFT PACK
6058350**



**LAUNCH'N HAUL PAW
PATROLLER
6053406**



EXCLUSIVE PROGRAMS



Since January 2020



Since April - May 2020



Spring 2020 Product line



Refresh



Mini Figures Asst. (9)
6045829

NEW



Mighty Pups Pup Asst.
(6)
6052293

NEW



Themed Vehicles
Asst. (6)
6053026

NEW



Power Changing
Vehicles Asst. (2)
6052653

NEW



Mighty Pups Jet
6053098



Mighty Pups Lookout
Tower
6053408

Refresh



Action Pack Pup
6022626

NEW



Basic Vehicles Asst.
6052310

NEW



Split Second Vehicles



PAW Patrol R/C
6054863



Lookout Tower
6022632



Paw Patroller
6024966



Lifesize Lookout Tower
6037842



NEW



True Metal Vehicle Asst.
6053257

NEW



True Metal Gift Pack
6058350



Launch N' Haul PAW
Patroller
6053406

(ON THE GROUND)

MARKETING



**BEZPIECZNY
PATROL**





DYPLLOM

dla

.....

za aktywny udział w programie „**Bezpieczny Patrol**”
realizowanym przez Polski Czerwony Krzyż przy współpracy
z kanałem Nick Jr.

.....

podpis wychowawcy

.....

Najwięcej informacji o programie
www.nick.com.pl/polski-czerwony-krzyz oraz www.pck.pl

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Three blue banners with a pattern of paw prints. Each banner contains:

- A white square on the left.
- The 'POLSKI CZERWONY KRZYŻ' logo.
- A red 'P' and 'K' icon next to a dashed line for a name.
- A character icon from Paw Patrol (Chase, Skye, or Marshall).
- The 'PAW PATROL' logo.

At the bottom of the banners is the Nickelodeon logo and the text: © 2018 Spin Master. All Rights Reserved.



DOŁĄCZ DO „BEZPIECZNEGO PATROLU”

Wspólnie z bohaterami bajki Psi Patrol nauczymy się numerów alarmowych, dowiemy się jak bezpiecznie spędzić ferie zimowe i wakacje, poznamy główne zasady recyklingu i nie tylko!

DOWIEDZ SIĘ WIĘCEJ!

WEŹ UDZIAŁ W KONKURSIE

Twoje przedszkole może wygrać wizytę Psiego Patrolu oraz upominki od partnerów akcji!

PRZEJDŹ DO KONKURSU!

JESTEŚ NAUCZYCIELEM?

Koniecznle zapoznaj się ze scenariuszami lekcji oraz materiałami pomocniczymi, które pomogą Ci przygotować ciekawe zajęcia!

SPRAWDŹ MATERIAŁY!

PARTNERZY AKCJI:



PROGRAM WSPIERAJĄ:



POLSKI CZERWONY KRZYŻ WRAZ Z PSIM PATROLEM RUSZA DO AKCJI BEZPIECZNY PATROL W POLSKICH PRZEDSZKOLACH



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REKLAMA

POLSKI CZERWONY KRZYŻ WRAZ Z PSIM PATROLEM RUSZA DO AKCJI BEZPIECZNY PATROL W POLSKICH PRZEDSZKOLACH



UWAGA! KONKURS DLA PRZEDSZKOLI!

WYSYŁAJ WIZYTĘ PRZED
PATROLEM W PRZEDSZKOLI
LUB ZESTAWY KASBÓD
Z BOHATERAMI BAJKI
DOWIEDZ SIĘ WIĘCEJ: WWW.NICK.COM.PL/BEZPIECZNYPATROL



sponsorzy:



NASZE PRZEDSZKOLE BIERZE UDZIAŁ W PROGRAMIE



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DOWIEDZ SIĘ WIĘCEJ: WWW.NICK.COM.PL/BEZPIECZNYPATROL





April 2019: CPLG, in cooperation with Viacom Nickelodeon Consumer Products, in cooperation with the Polish Red Cross to launch a series of "Safe Patrol"-branded safety lessons for children.

is the largest and the oldest humanitarian organization in Poland, and like the insurance of keeping safe is at the heart of their work.

has been educating children in kindergarten for years and one of our Patrol Clubs. Our experience shows that preschool education is the best time to instill the values of safety. Our experience shows that preschool education is the best time to instill the values of safety. Our experience shows that preschool education is the best time to instill the values of safety.

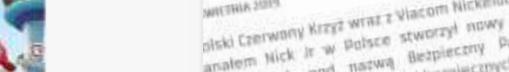
PAW Patrol teaches safety in Poland
CPLG and Nick Jr. Poland team with the Polish Red Cross for Safe Patrol initiative, set to reach 50,000 pre-schoolers in Poland this summer.

and the Polish Red Cross are "on the front lines" of pre-schoolers' important safety education.

with Viacom Nickelodeon Consumer Products, in cooperation with the Polish Red Cross to launch a series of "Safe Patrol"-branded safety lessons for children.

is the largest and the oldest humanitarian organization in Poland, and like the insurance of keeping safe is at the heart of their work.

POLISH RED CROSS FETCHES 'PAW PATROL' FOR SAFETY CAMPAIGNS
CPLG, in cooperation with Viacom Nickelodeon Consumer Products, has partnered with the Polish Red Cross to launch a series of "Safe Patrol"-branded safety lessons for children.



EXPERIENCE



PAW PATROL LIVE





RETAIL
MARKETING



JÁTÉKSZIGET
A kedvenc játékboltod



JÁTÉKSZIGET



A kedvenc játékboltod



WINDOW



POS



MEET & GREETS



COMMUNICATION



JÁTÉKSZIGET
ahol örül a gyerek

Gyere el a Belváros legmenőbb játékoltjába! Kedvezményekkel és meglepetésekkel várunk a nyitó hétvégén május 25-26-án!

#jatekszigetparisiudvar

PARISI UDVAR
FERENCIEK TERE 10.

Hatalmas örömmel és lelkesedéssel telő büszkeséggel jelentjük be, hogy megnyitjuk a Belváros legmenőbb játékoltját a Párisi Udvarban. Szeretettel hívunk meg a Játéksziget családi nyitó hétvégéjére május 25-én és 26-án

Helyszín: Budapest, Párisi Udvar - Ferenciek tere 10.
2019. május 25 - 26. 10 óráig 18 óráig

MIVEL VÁRUNK?

Erdélyi Mónika és Mollé Slime Show-jával május 25-én 15:30-kor és 17 órakor



Nézd meg a kedvenc játékoltját!

Fotózás a Mancs Őrjárat szereplőivel - május 25-én és 26-án egész nap!



Játéksziget
21 mei om 11:23 · 🌐

🎉 Megnyit a felújított Párisi Udvarban a Belváros legmenőbb játékoltja, a Játéksziget 10. üzlet! 🎉 A 300 négyzetméteres, két emeletes impozáns Játéksziget üzlet több 10 ezres játékválasztékkal és gyereknap programokkal várja a családokat a gyereknap hétvégéjén, május 25-én és 26-án. 🎁 20-30%-os nyitási akció lesz Lego, Barbie, Minecraft, Roblox és Fortnite termékekből is, minden Mattel vásárlás mellé jár egy Hot Wheels arany autó, a gyerekek kipróbálhatják a Glitza csillámtetoválást, az Infinity Nado pörgettyűt, építkezhetnek az Engino és a Geomag segítségével, versenyezhetnek a Mighty Beanz ütős babjaival, valamint részt vehetnek Erdélyi Mónika Slime-showján és találkozhatnak a Mancs Őrjárat figurákkal is. 📢 Csatlakozz Facebook eseményünkhöz és regisztrálj oldalunkon, hogy tudjuk Ti is velünk ünnepeltek!
📍 Esemény: <https://www.facebook.com/events/2574358219255765/>
📍 Regisztráció: <https://bit.ly/2Wd7NQ1>

Vertaling bekijken 🌐



TOY STORE JÁTÉKSZIGET

Megnyit
a Belváros
legmenőbb
játékoltja

👍 🧡 🥰 47

1 opmerking 22 keer gedeeld

👍 Leuk 🗨️ Opmerking 🔄 Delen



Nyitási
akciókkal vár a
JÁTÉKSZIGET
a Párisi Udvarban gyereknapon





ENDCAP



CUT OUT





WHAT IS COMING UP??

NORIEL



5 YEARS



ÜNNEPEL

ÜNNEPELJ VELÜNK TE IS!



PAW

5 YEARS BNL

Objective 1: Drive Brand Engagement

Objective 2: Claim Retail Momentum

Objective 3: Drive Sell-through

ONLINE, CELEBRATION WEBSITE, INSTORE





Carrefour



AND MANY MORE!

***PUPPY
PAW-ERHOUSE!***



JANOS HORVATH

VIACOM
CONTENT STRATEGY EXECUTIVE

Kid power

Global Edition

Viacom Global Consumer Insights



Global

180+
COUNTRIES

250+
NETWORKS

40+
LANGUAGES



Viacom Global Consumer Insights



Global

“Research today is an inspiration. It’s where we begin. It informs our strategies. It informs both business and creative. It shapes our brands. It inspires our content and our marketing.”

Robert M. Bakish, President and CEO, Viacom

Last year *Viacom* spoke to over 1.2 million kids, youth, adults and families through research covering 71 countries from Sweden to South Africa and Argentina to Australia



Global

WE SPOKE TO
MANY KIDS IN
MANY
HOUSEHOLDS IN
MANY COUNTRIES!



4900

KIDS AGED
6-11

4100

PARENTS
OF 6-11s

30

COUNTRIES

Our research shows that today's kids and parents around the world have an interesting dynamic around brand choices and decision making

(also shown is trend data from a 2012 study in the same countries)

Today's family households are becoming more fluid - everyone pitches in



Kids may be little but they're big helpers

72% of kids help within the home

43% of parents say kids help to cook, shop, clean

41% of parents say kids help with childcare



Q19. Do they help with any of the following things? Base: 4100 Parents of kids aged 6-11

Help also comes from outside the home...

66%

of households receive help from family outside the home

29%

get help with cooking, shopping, cleaning

37%

get help with childcare

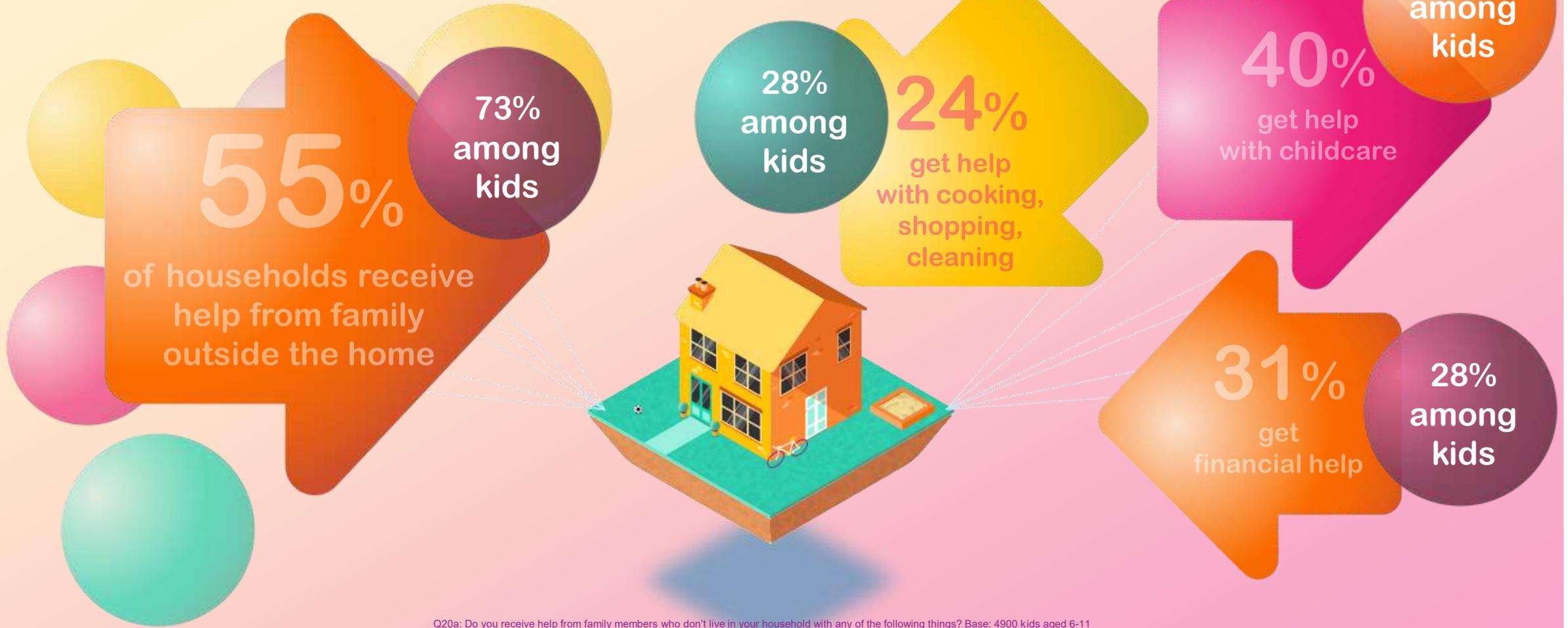
31%

get financial help

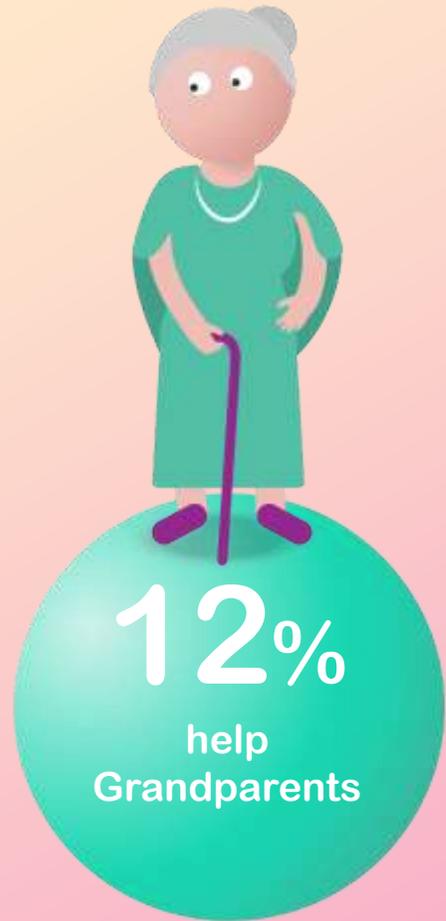


Q20a: Do you receive help from family members who don't live in your household with any of the following things? Base: 4100 Parents of kids aged 6-11

...and kids are aware of this

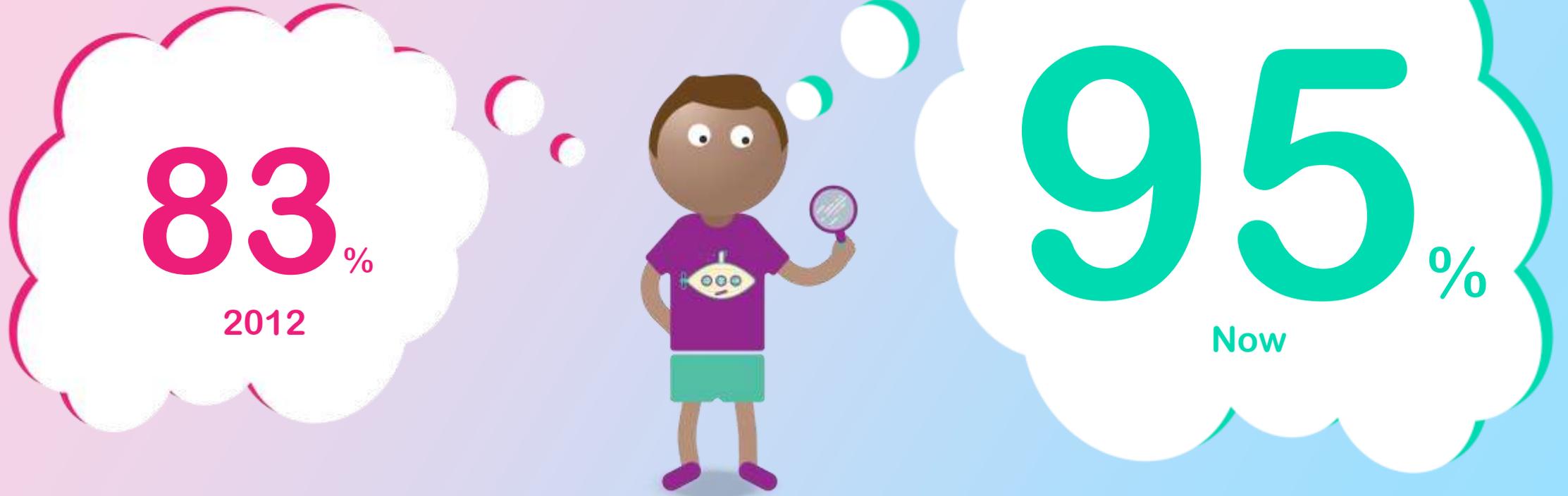


Kids help family outside the home, Grandparents #1



Q20d: Which of the following relatives outside of your household do you regularly help care for? Base: 4900 kids aged 6-11

Kids around the world increasingly describe themselves as **curious**



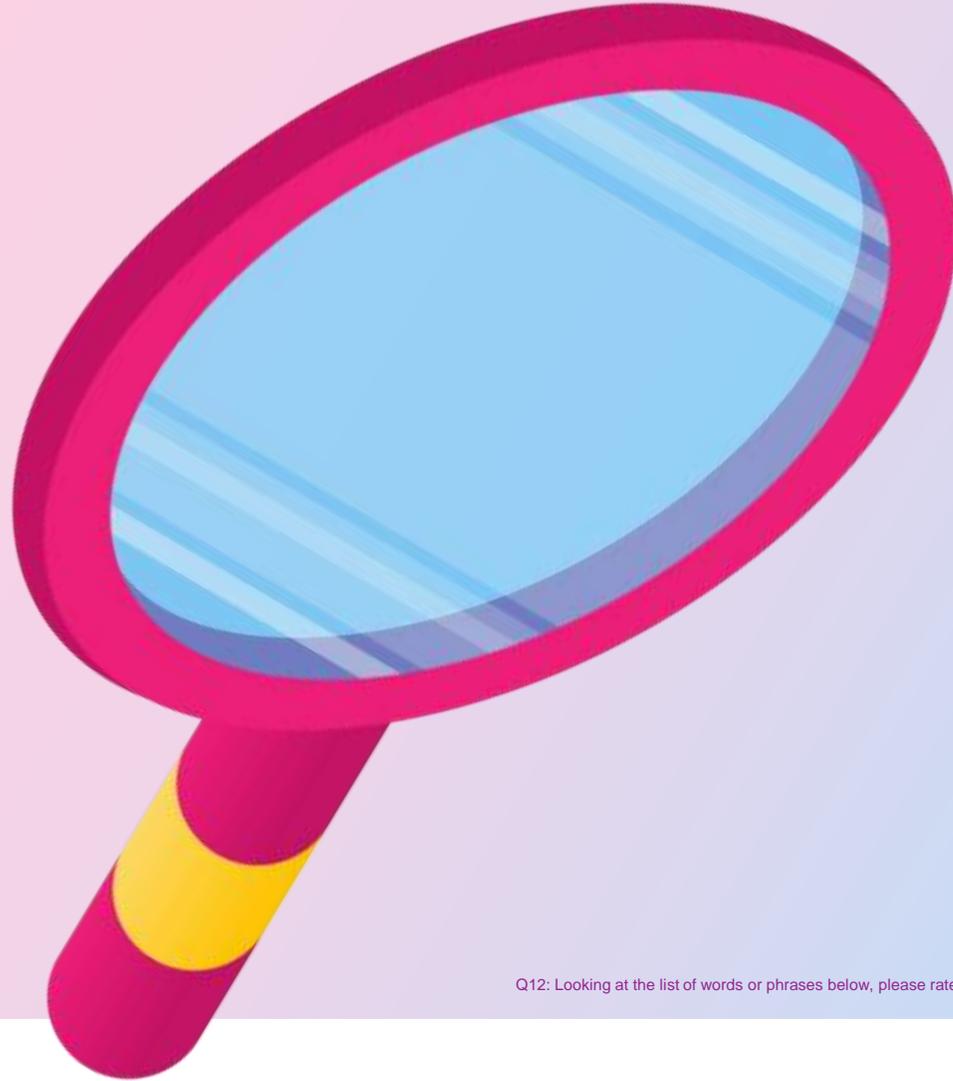
% of kids describing themselves as 'curious' ('describes me a lot / a little')

Q12: Looking at the list of words or phrases below, please rate how well you believe each one describes you personally – describes a lot / a little. 2012 Base: Kids aged 6-11

As kids get older, finding their “true self” joins curiosity



Global

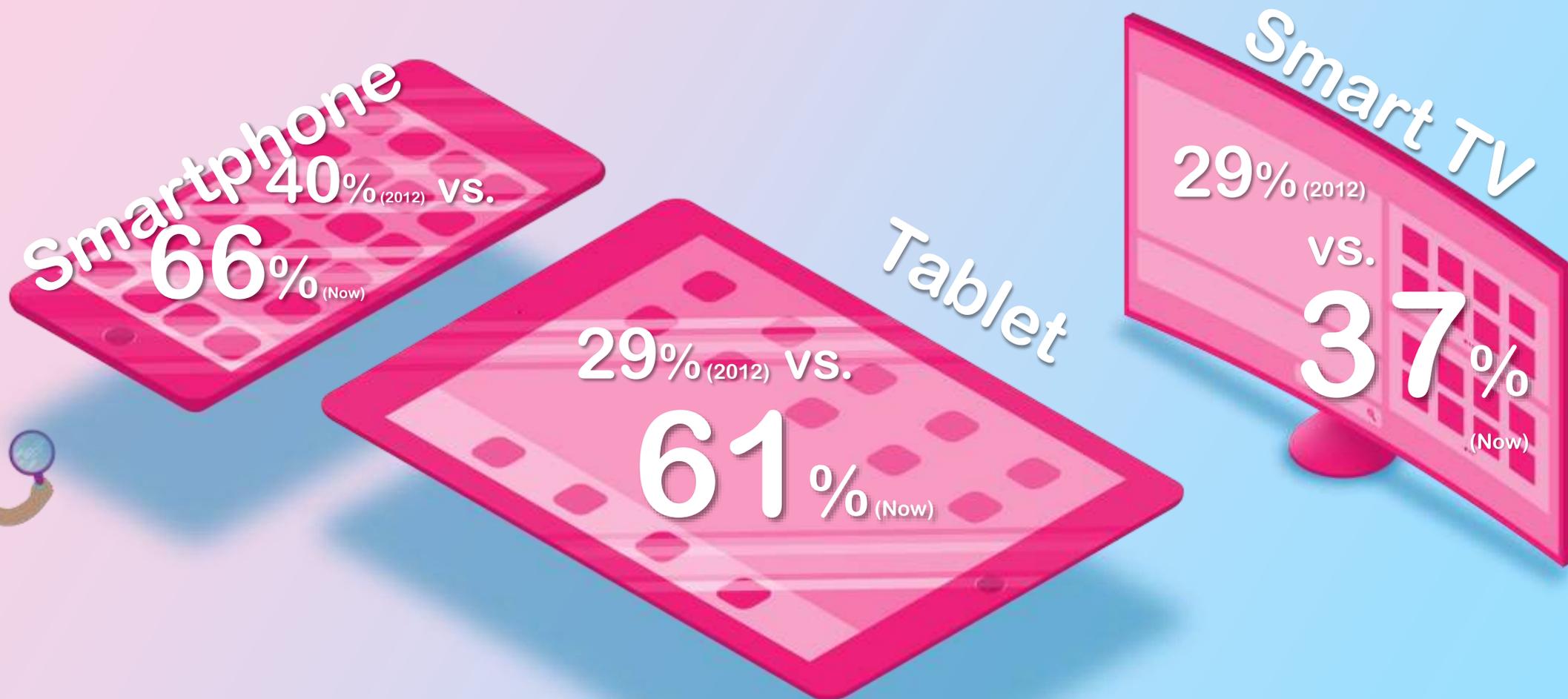


Top 5 descriptors ('describes me a lot')

| | 6-8 | 9-11 |
|----|-----------------------------|---|
| 1. | Curious about the world | Being true to the people closest to you (age 9+ only) |
| 2. | Creative | Curious about the world |
| 3. | Love technology | Being true to yourself (age 9+ only) |
| 4. | Optimistic | Creative |
| 5. | Like to share your opinions | Love technology |

Q12: Looking at the list of words or phrases below, please rate how well you believe each one describes you personally – describes A LOT. Base: 4900 kids aged 6-11

Internet-enabled technology feeds their curiosity



Q29A. For each of the different devices below, please tell us if you own or use each one regularly. Base: Kids aged 9-11

% of kids with access to device

Kids increasingly recognize the role of the internet in their lives



The internet has introduced me to things I would not have discovered otherwise
(% agree)



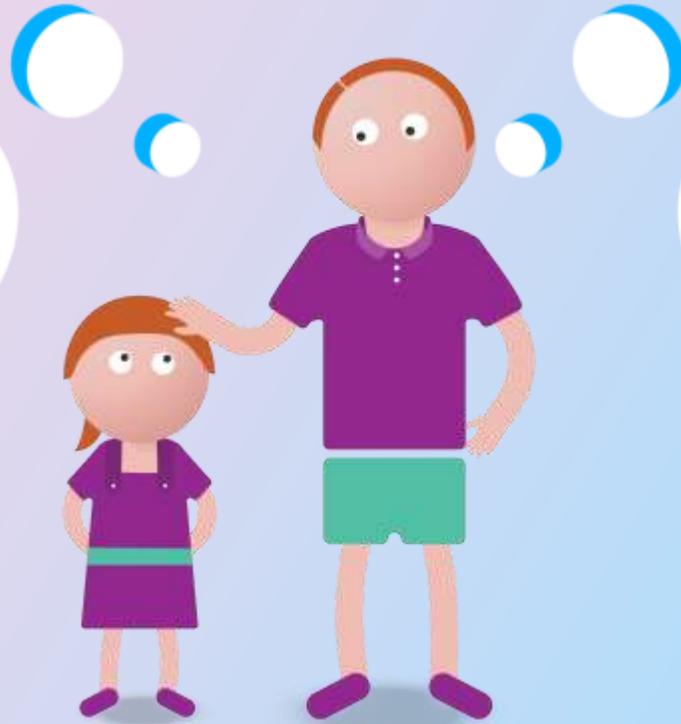
Being connected to the internet is as much a part of everyday life as eating and sleeping
(% agree)

Q36. How much do you agree or disagree with each of the following statements. - Strongly agree or Agree NET. Base: Kids aged 9-11

When it comes to buying things for their household, kids think they play a part (and parents agree!)

79%

of 6-11s say they have a role



75%

of parents agree

Q22A. In general, which of the following describes your role in the decision to buy things for your family? – NET: Any role. Base: 4900 Kids aged 6-11. Q21A. In general, which of the following describes your child's role in the decision to buy things for your family? – NET: Any role. Base: 4100 Parents of kids aged 6-11.

Kids are involved in household purchase decisions, at age 10, their influence increases



Global

75%
Any role

According to their parents



80%
Boys



77%
Girls

According to kids



Q22A. In general, which of the following describes your role in the decision to buy things for your family? – NET: Any role. Base: 4900 Kids aged 6-11. Q21A. In general, which of the following describes your child's role in the decision to buy things for your family? – NET: Any role. Base: 4100 Parents of kids aged 6-11.

Are there certain kids who are more involved in purchase decisions?



Yes! Kids who...

...are a
single child



(76% vs 75% for 2+ kids)

...have one
parent working
full-time



(74% vs 73% for both parents
working)

...live in
rural areas



(82% vs 75% for urban)

...are more likely to play a role in purchase decisions.

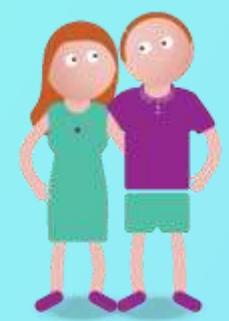
Q21A. In general, which of the following describes your child's role in the decision to buy things for your family? – NET: Any role. Base: 4100 Parents of kids aged 6-11.



Global

Considering global household trends, kids' influence can only increase

Family size is shrinking globally



The 'male breadwinner' has been replaced by dual-earner couples



Experience of childhood is increasingly urban



The answer is their influence stretches very far, according to both kids and parents!



Entertainment



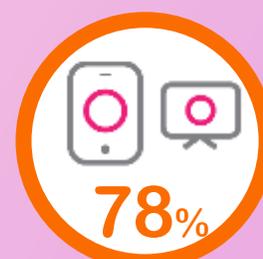
Food & Grocery Shopping



Vacation



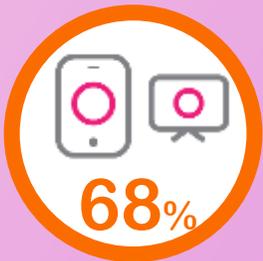
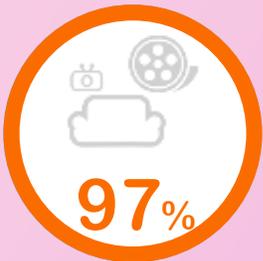
Electronics



Restaurants



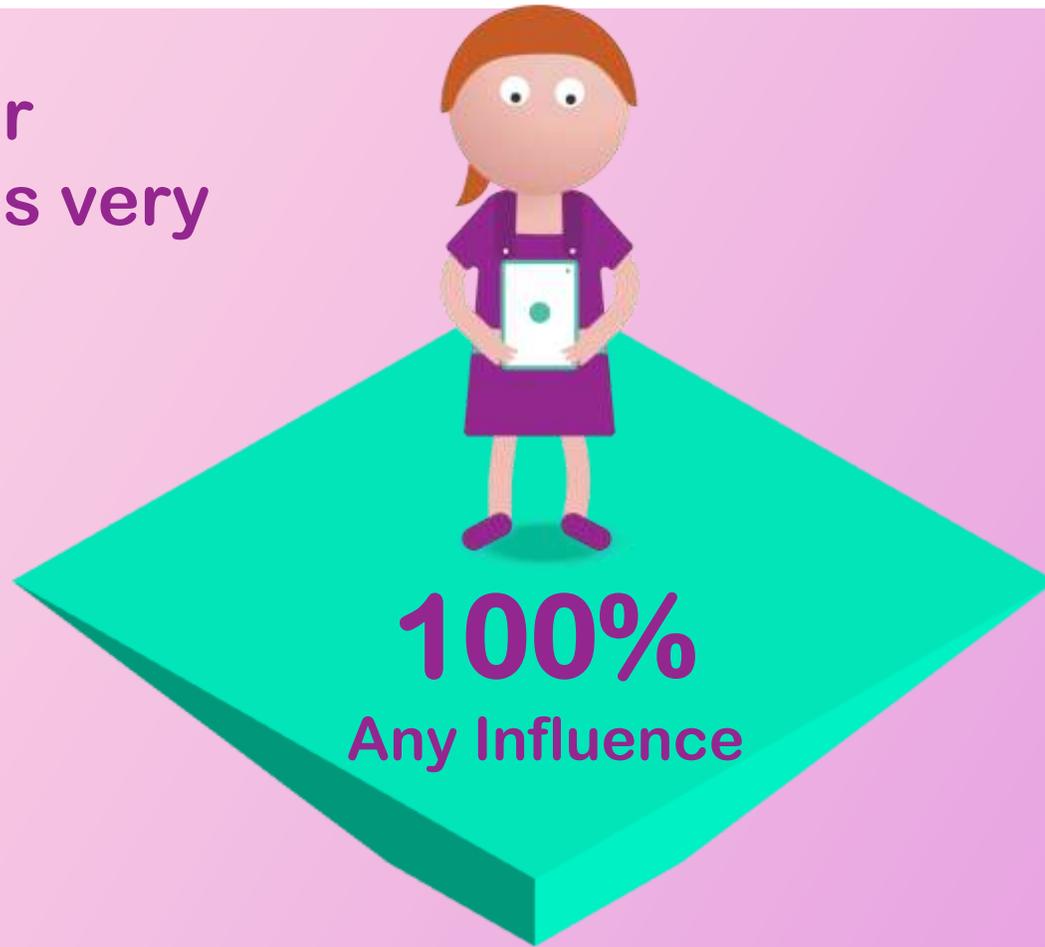
Telecom & Pay TV/SVOD



% of kids (top) or parents (bottom) who say the 6-11 year old plays any role in the decision making process

Q22B. And which of the following describes your role in the decision about each of the following? - Any role NET Base: 4900 Kids aged 6-11
 Q21B. And which of the following describes your child's role in the decision about each of the following? - Any role NET - Base: 4100 Parents of kids aged 6-11

The answer is their influence stretches very far...



Q22b. And which of the following describes your role in the decision about each of the following – even if only to get your opinion?
Base: 4900 kids aged 6-11

% of kids saying 'I play a big or small role in the decision making process'



Entertainment (100%)

Food & Grocery Shopping (98%)

100% Any Influence

82% 
Watching a movie
at the cinema

95% 
Watching a movie
at home

89% 
Listening to music
at home

95% 
Watching a TV
show together

91% 
Shopping for snacks

80% 
Shopping for food

78% 
Shopping for non-alcoholic drinks

59% 
Shopping for general household groceries

Q22b. And which of the following describes your role in the decision about each of the following – even if only to get your opinion?
Base: 4900 kids aged 6-11

% of kids saying 'I play a big or small role in the decision making process'

100%
Any Influence

Electronics (78%)

- 55% Choosing a video game console
- 57% Choosing a tablet
- 52% Choosing a mobile phone
- 42% Choosing a television
- 82% Watching a movie at the cinema
- 95% Watching a TV show together
- 95% Watching a movie at home
- 89% Listening to music at home
- 47% Choosing a desktop or laptop computer

Restaurants (84%)

- 79% Going to a fast-food or self-service restaurant
- 66% Going to a sit-down restaurant

Food & Grocery Shopping (98%)

- 91% Shopping for snacks
- 80% Shopping for food
- 78% Shopping for non-alcoholic drinks
- 59% Shopping for general household groceries

Telecom & Pay TV/SVOD 37%

- 29% Choosing a mobile phone network or provider
- 24% Choosing the household's main TV service or provider

Vacation 84%

- 84% Where to go and what to do on vacation
- 46% Hotels or overnight accommodation on vacation

92% What to eat for dinner

(other)

26% Buying a car

47% Shopping for health and beauty products

91% Shopping for clothes or shoes

29% Choosing a subscription TV service

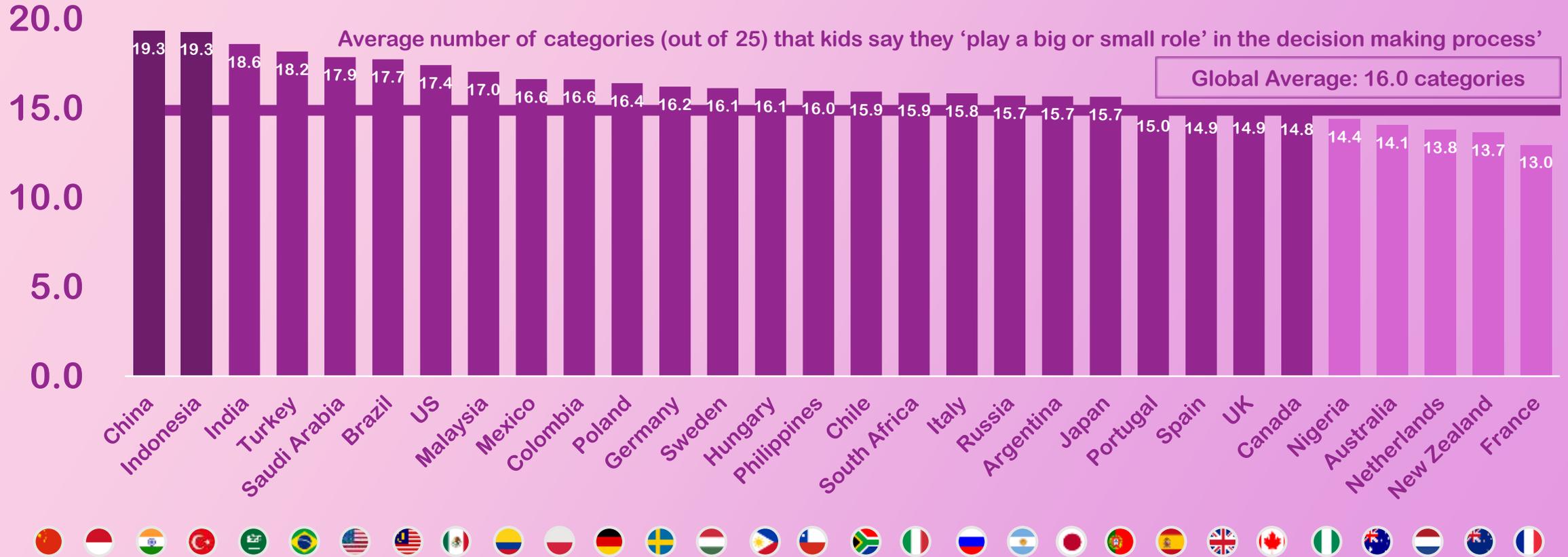
% of kids saying 'I play a big or small role in the decision making process'

Q22b. And which of the following describes your role in the decision about each of the following – even if only to get your opinion?
Base: 4900 Kids aged 6-11



Global

On average, kids are involved in decisions for 16 categories



Q22b. And which of the following describes your role in the decision about each of the following — even if only to get your opinion? Base: 4900 kids aged 6-11

Both boys
and girls are
influential across
a wide range of
categories –
there aren't clear
gender
differences



Both are highly involved
in decisions on which clothes
or shoes to buy



92%



90%

Q22A. In general, which of the following describes your role in the decision to buy things for your family? – NET: Any role. Base: 4900 Kids aged 6-11.

% of kids saying 'I play a big or small role in the decision making process'

And they're equally influential in which music to play



85%

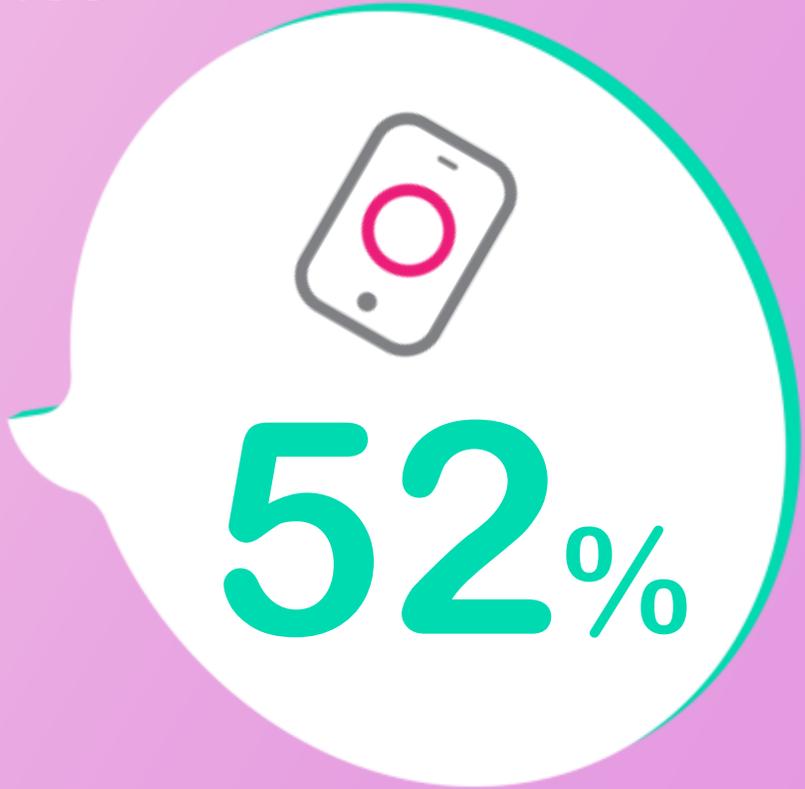
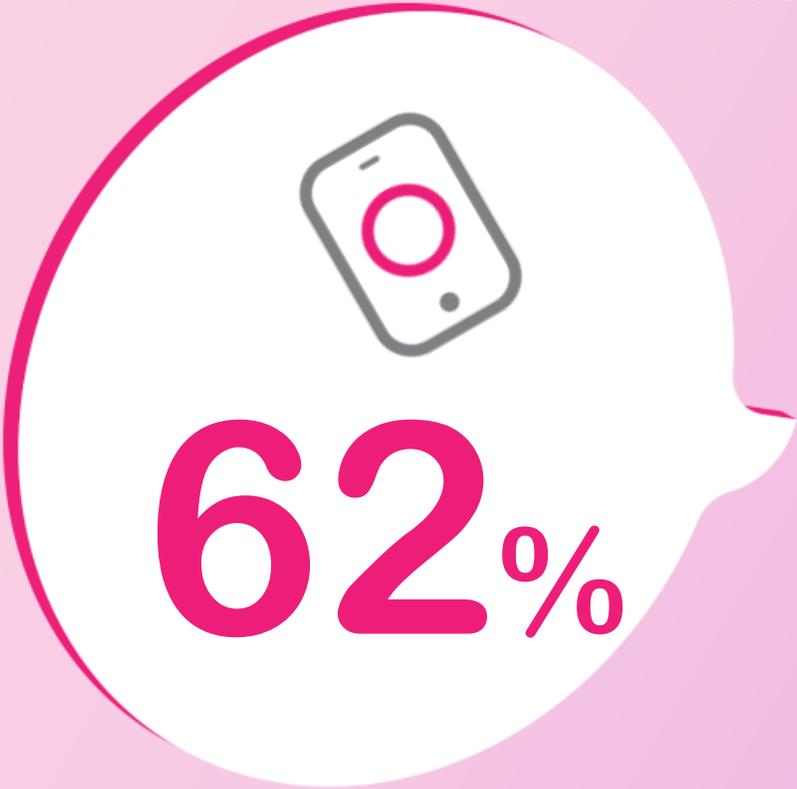


93%

Q22A. In general, which of the following describes your role in the decision to buy things for your family? – NET: Any role. Base: 4900 Kids aged 6-11.

% of kids saying 'I play a big or small role in the decision making process'

Girls 6-11 are just as involved in decisions to buy a tablet



Q22A. In general, which of the following describes your role in the decision to buy things for your family? – NET: Any role. Base: 4900 Kids aged 6-11.

% of kids saying 'I play a big or small role in the decision making process'

And almost equally as likely as a boy to have a say when buying a new car



19%



33%

Q22A. In general, which of the following describes your role in the decision to buy things for your family? – NET: Any role. Base: 4900 Kids aged 6-11.

% of kids saying 'I play a big or small role in the decision making process'

Summing up

- Family households are changing – they're more fluid and closely connected to each other
- Kids are changing too – they're becoming more curious; finding out things online, from friends, from TV. They value being involved!
- This is providing new opportunities for brands to engage everyone in the household



75

of kids say a parent
is the boss



58%

of parents say they or
their partner
is the boss

One thing hasn't changed - the parent is still the boss!

Q18a: Who is the 'boss' of your household? Base: 4900 kids aged 6-11 & 4100 parents of kids aged 6-11

Implications & Examples

- Recognize that families are democracies, not dictatorships and households function with the support of everyone!
 - Kids are valued members of the household and privy to family conversations, both happy and challenging.
- Beware of stereotyping boys and girls!





THANK YOU





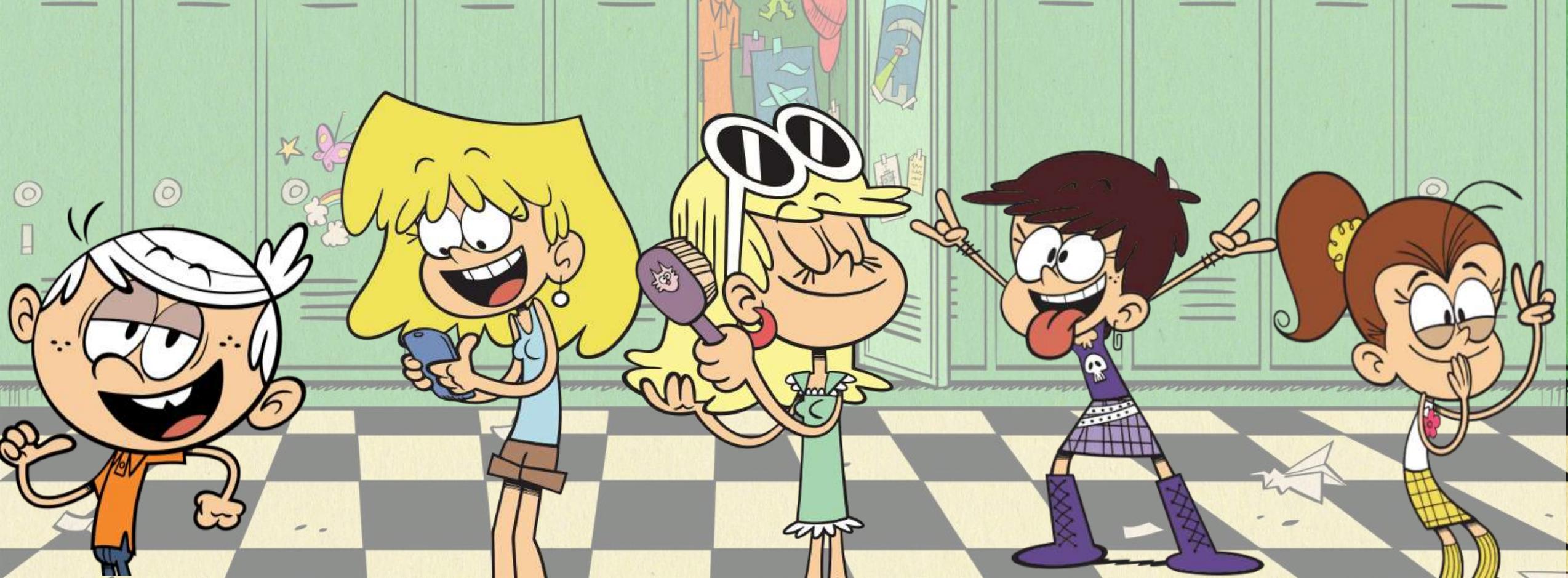
KIDS
UPDATE

MAUD RAMBONNET

CPLG
BRAND MANAGER NORDICS



nickelodeon.







CEE TV

nicktoons™

nickelodeon

RTL
K L U B

most
RTL

PTC | 2

junior

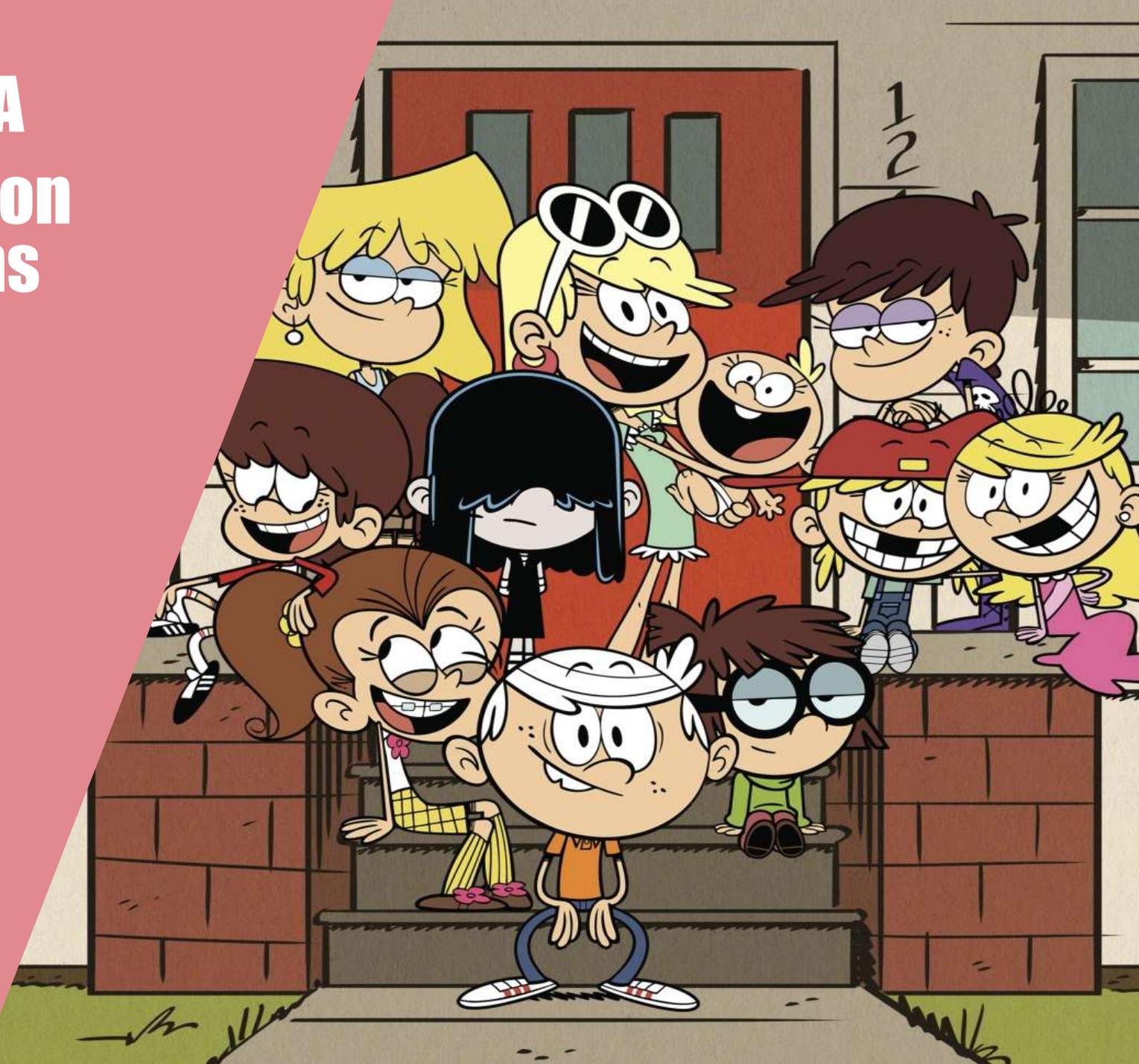
GUFO

BANG
BANG

ROMANIA
#1 series on
Nicktoons

POLAND
#2 series on
Nicktoons

HUNGARY
#2 animated
series on
Nickelodeon





nicarbo.com
THE CASAGRANDES

SPIN-OFF: THE CASAGRANDES

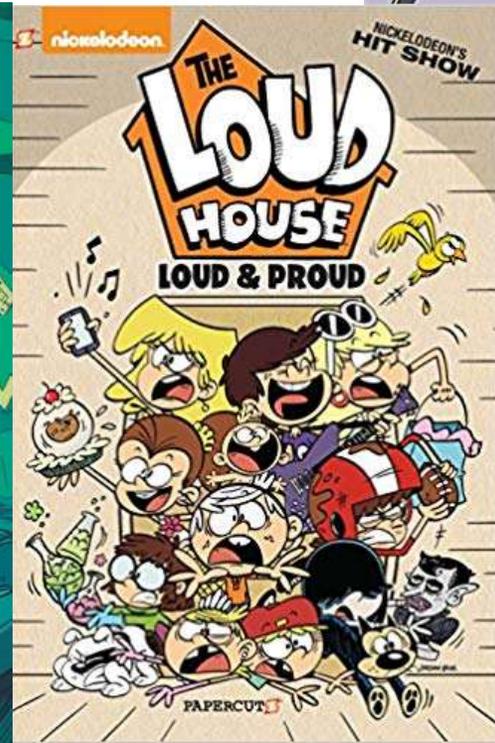
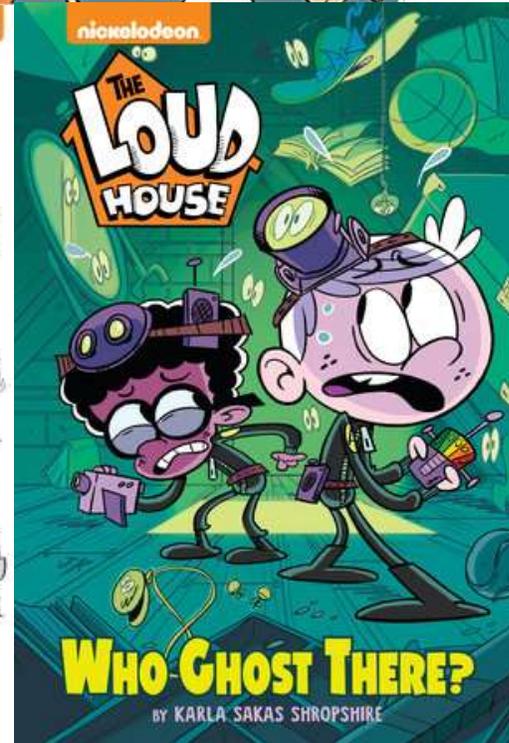
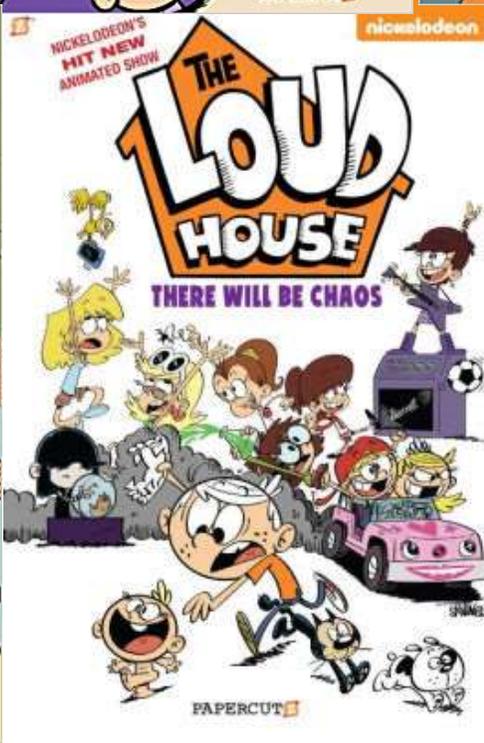
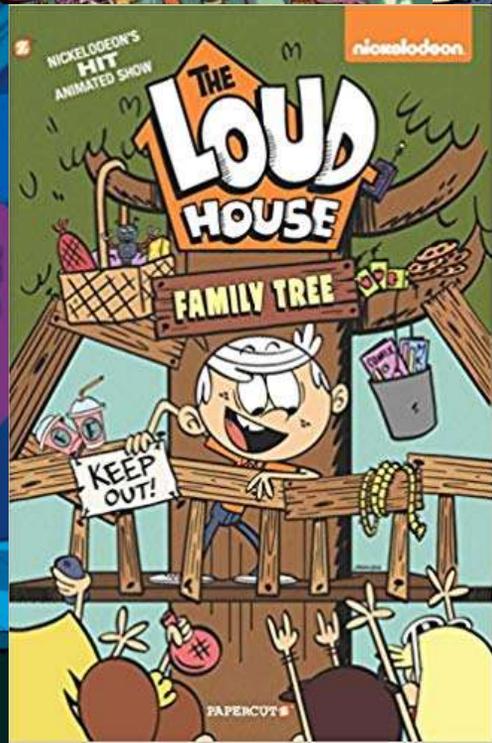
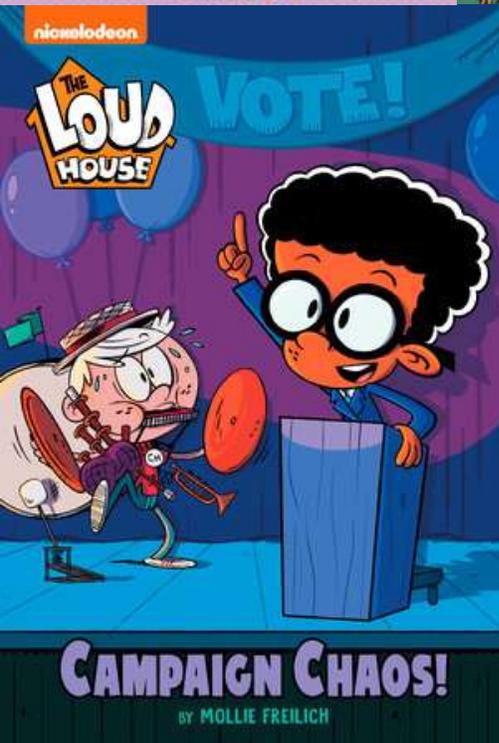
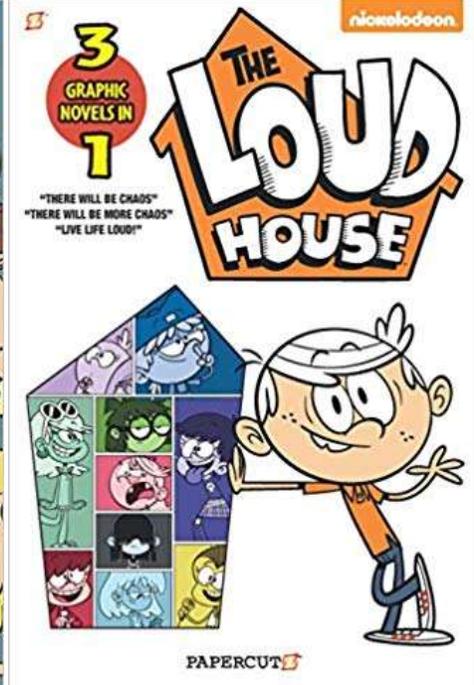
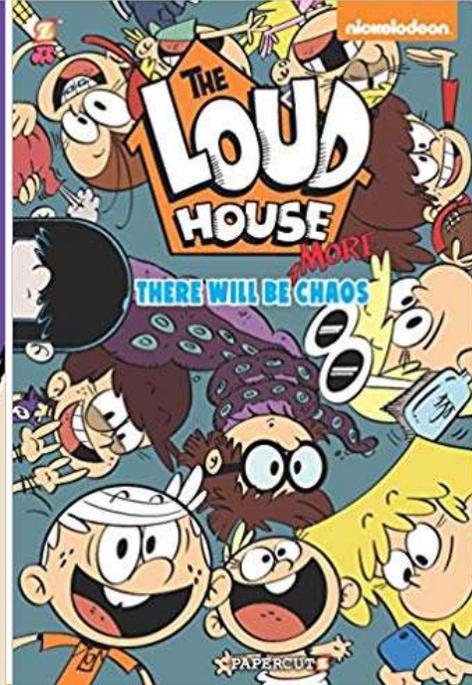
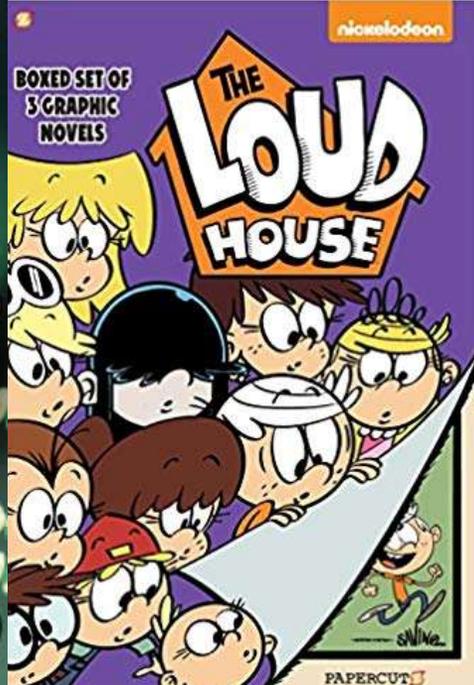
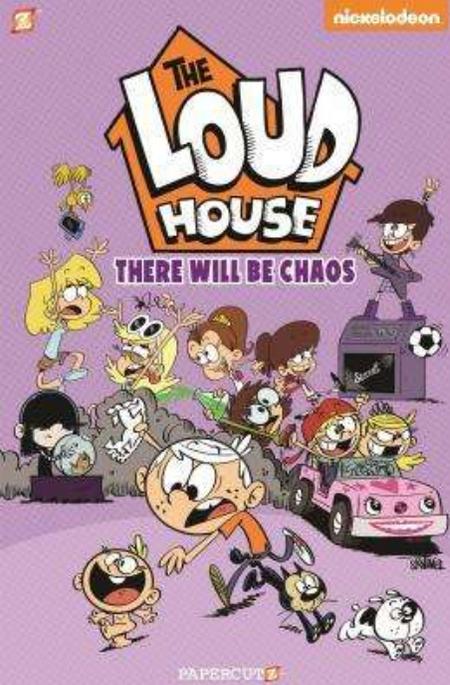
PREMIERES FALL 2019

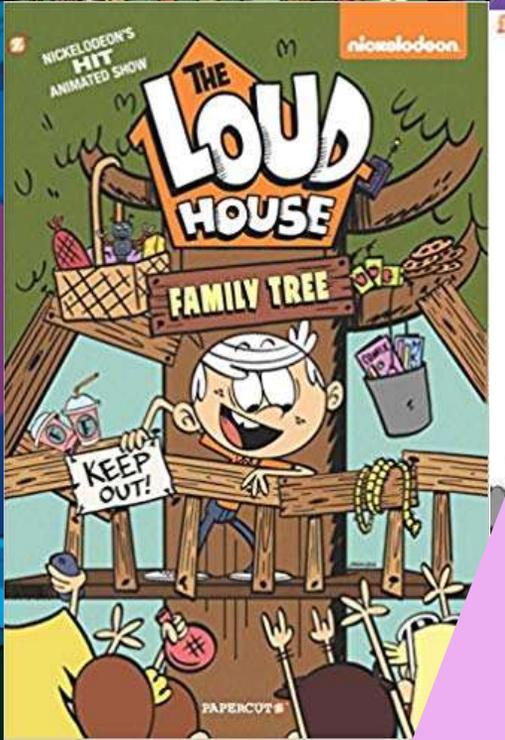
NETFLIX



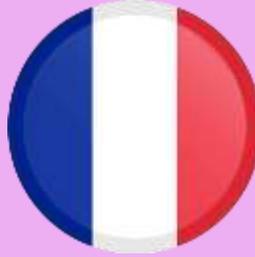
LOUDHOUSE THE MOVIE

SPRING 2021





 hachette
BOOK GROUP



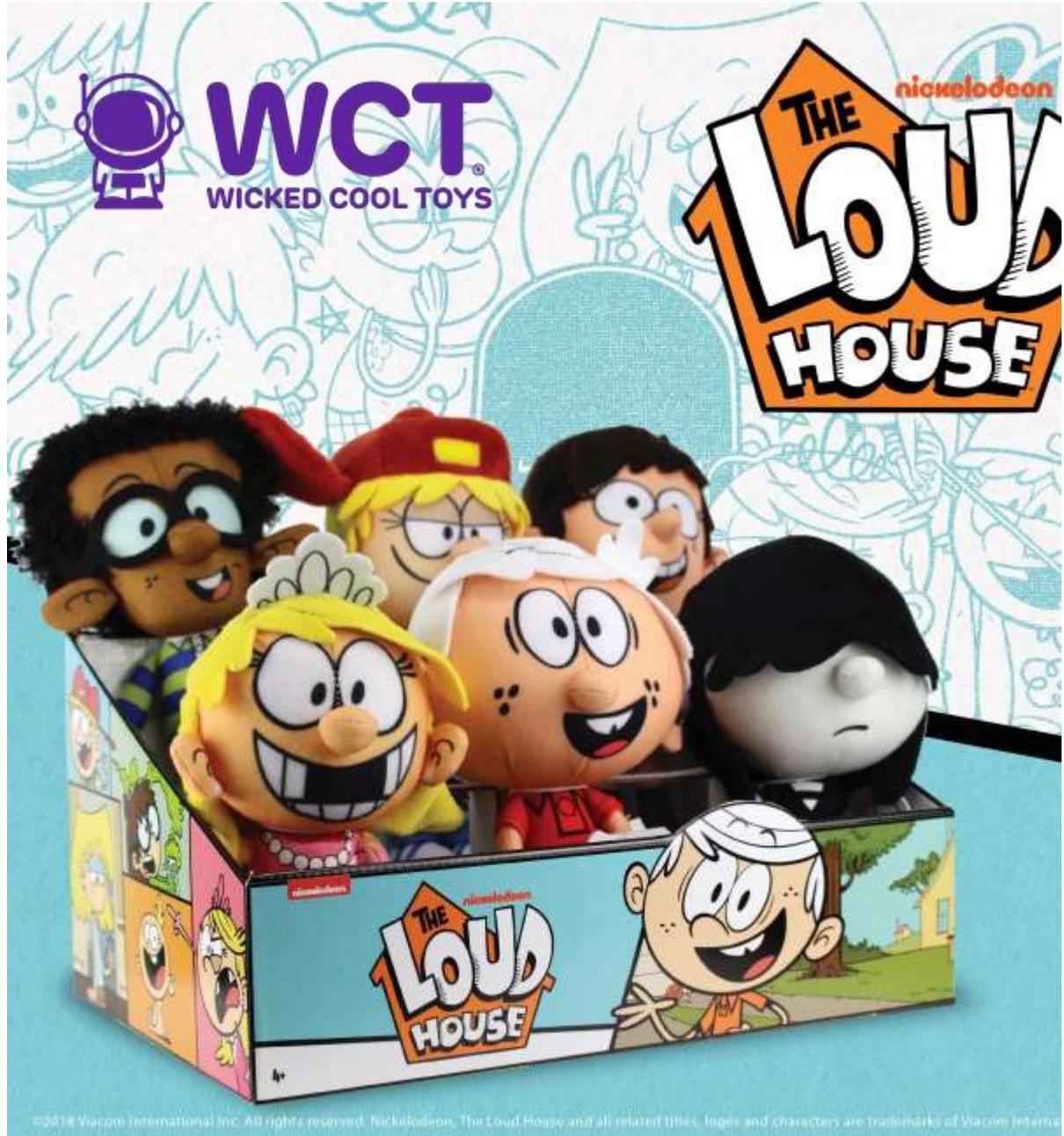
27 TITLES IN 2019

250K COPIES SOLD

**EVEN MORE NEW TITLES
PLANNED FOR 2020**



VADOBAG



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nickelodeon
SpongeBob
SQUAREPANTS





TV

nicktoons **nickelodeon**

FTA & SVOD

RTL
K L U B

nova
GOLD

SUPER
7



puls²

1 PRVA

TV
7

PRO-TV

COMEDY **C** CENTRAL

most
RTL

B 92

VOYO

DIGITALB

POLAND

***#1 animated series
Nickelodeon***

#1 series on Nick Toons

HUNGARY

***#1 series on
Nickelodeon***

#1 series on Nick Toons

CZ, RO, BG

***#1 series on
Nickelodeon***



SPONGEBOB



BEST YEAR EVER



PARTY

***ACROSS
ALL
PLATFORMS***



CONTENT

LINEAR



YOUTUBE CHANNEL



FACEBOOK WATCH



MOBILE APP



PUBLISHING



HOME ENTERTAINMENT



AND...



THE SPONGEBOB MOVIE

IT'S A WONDERFUL SPONGE



nickelodeon
SPONGEBOB
SQUAREPANTS

HURÁ!
SNÍDAŇOVÉ NÁDOBÍ
SPONGEBOB JE TU!



ZASTYCZNE
UKTY!



Rabat do
68%

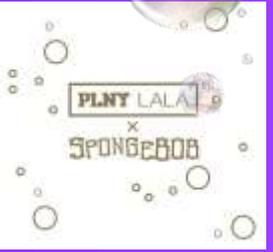
KLIKNIJ, ABY
POZNAĆ SZCZEGÓ

COLLABORATIONS

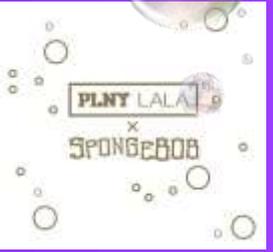
BEST PRACTICE
POLAND



PLNY LALA & SPONGEBOB



PLNY LALA & **SPONGEBOB**



PRODUCTS & RETAIL



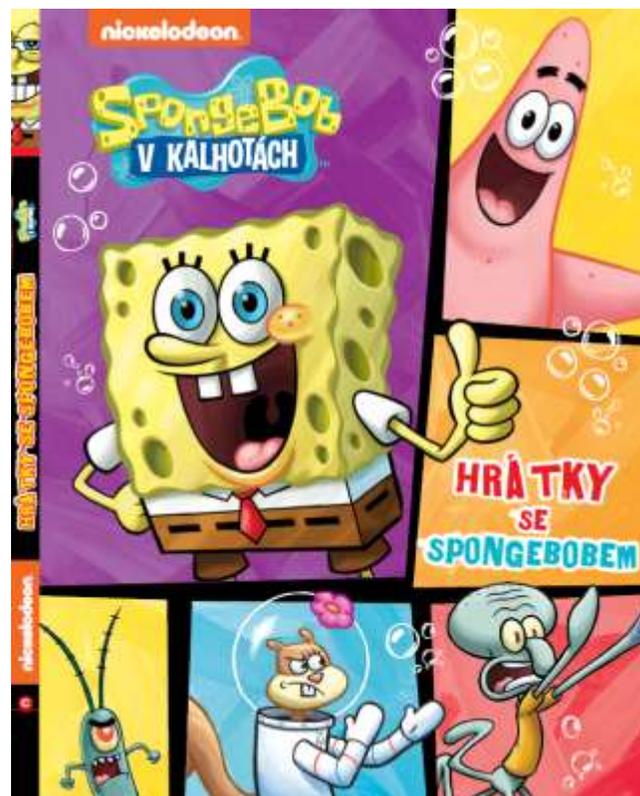
"Dont use that weird spongebob mocking meme"
Me: DonT uSe thAt WeIrd SpoNgEboB MoCkinG MEme



NEW LOCAL COLLECTIONS



CARBOTEX



ALBATROS



LPP

NEW KYRIE 5 x NIKE ***COLLECTION***



NEW HOT TOPIC COLLECTION



NEW H&M

COLLECTION MEN



20

***READY TO
PARTY?***



ALEXANDRA VAN RIJN

VNCP
TRADE MANAGER & SALES SUPPORT

The image features the Teenage Mutant Ninja Turtles logo set against a dark purple background with a glowing green, cracked texture. The logo consists of a stylized 'A' shape at the top, a horizontal bar with the text 'RISE OF THE TEENAGE MUTANT NINJA', and the word 'TURTLES' in a large, bold, stylized font below. The 'A' and 'TURTLES' are filled with a bright green color and have a black outline. The text 'RISE OF THE TEENAGE MUTANT NINJA' is in a smaller, white, sans-serif font with a black outline. The entire logo is centered and appears to be breaking through the cracked green surface.

**RISE OF THE
TEENAGE MUTANT NINJA**

TURTLES



**RISE OF THE
TEENAGE MUTANT NINJA**

TURTLES

SEASON 2

GREENLIT

SUMMER 2020



CONTENT STRATEGY



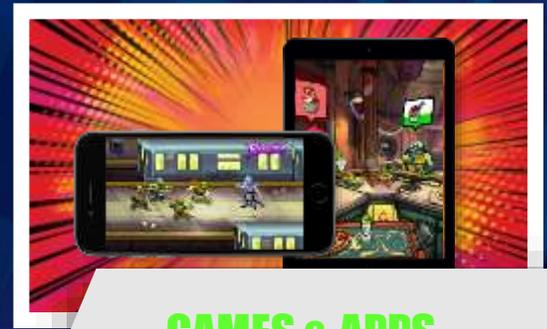
SEASONS 1 & 2

SPRING 2019 - 2021



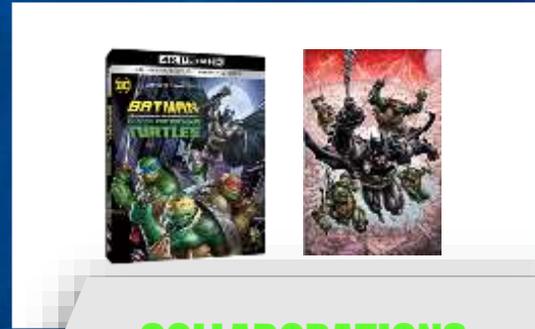
SHORT-FORM

ONGOING



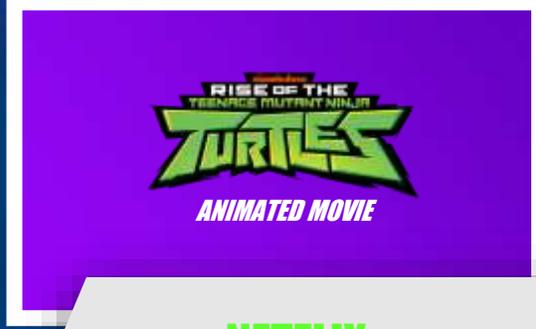
GAMES & APPS

ONGOING



COLLABORATIONS

SPRING & FALL 2019



NETFLIX

2021



NEW THEATRICAL: 2021

IN DEVELOPMENT

NETFLIX

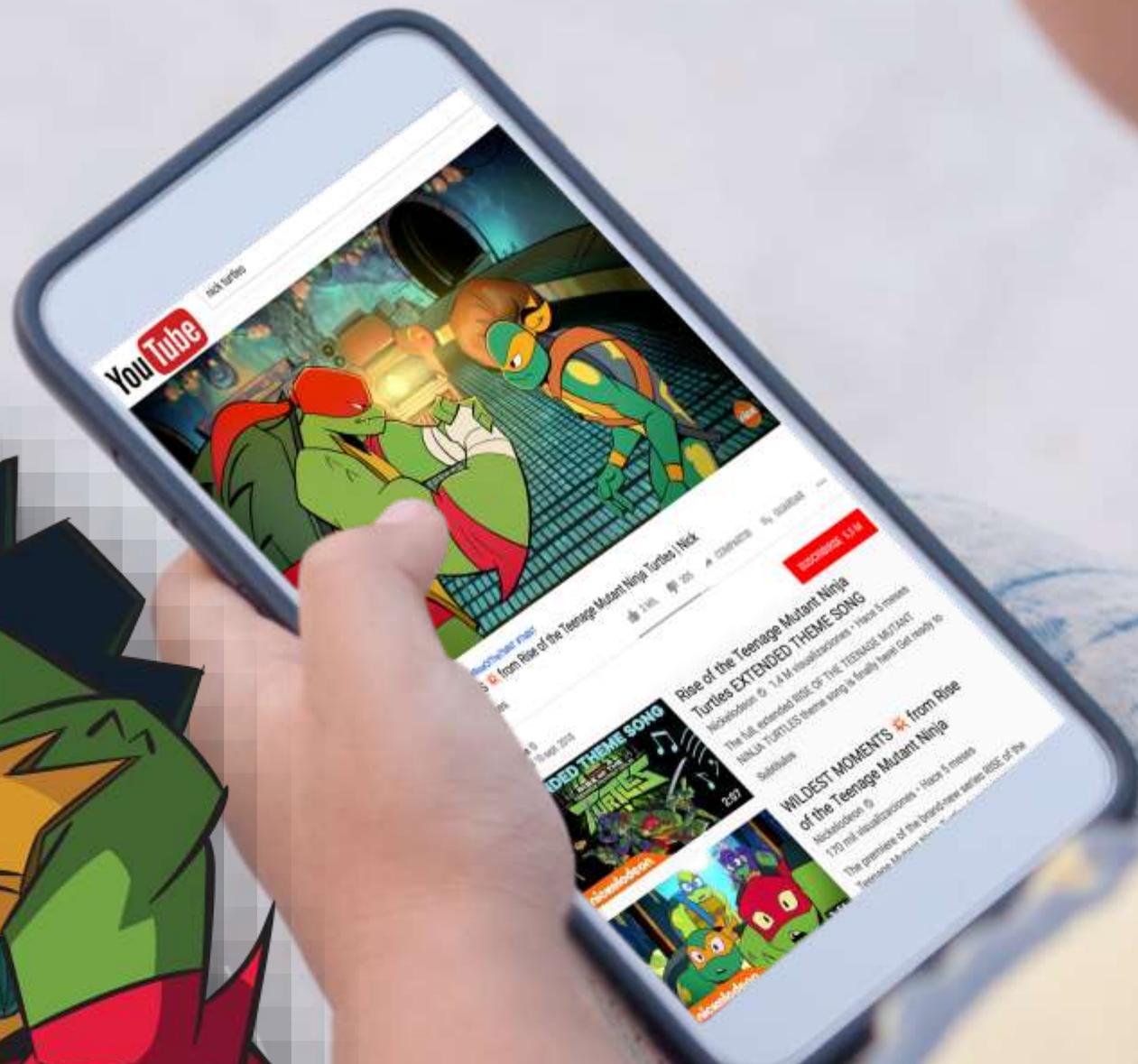


**BATMAN VS TMNT
SUMMER 2019**



**NEW FEATURE-LENGTH FILM
2021**

You Tube



Meet & Greets

 XS PRODUCTIONS
AGENCJA REKLAMOWA



PRODUCT
RETAIL

CP STRATEGY

TARGET DEMO

Primary: Boys 4-7

Secondary: Kids 6-11 & Boys 6-11

Master Toy Partner



MASTER TOY DISTR.



DEXY CO



ORBICO

FIRST WAVE



DELUXE NINJA ***ATTACK***



BASIC *ROLE PLAY*



VEHICLES & TANKS



Launch with Noriei

- TVC campaign from 10th April
- End Cap decoration – 20 stores
- Shelf decoration – 50 stores







THANK
YOU



JASPER POST

VNCP
LICENSING & RETAIL MANAGER



NEW PROPERTY



nickelodeon

Butterbean's Café



ADULT BRANDS



**SOUTH
PARK**

MTV

MTV

SOUTH
PARK



SVEZTE SE S NÁMI
NA VLNĚ MTV **iBOD**
 POUZE U OMV

AŽ
65% SLEVA
 NA PRODUKTY



Akce platí od 15. 4. 2019 do 29. 7. 2019 nebo do vyprodání zásob.



Ben Cristovao
Ben Cristovao
 #plantbased #singer #songwriter
www.instagram.com/bennycristo/

WE CARE MORE

Energie pro lepší život. **OMV**

SVEZTE SE S NÁMI
NA VLNĚ MTV **iBOD**
 POUZE U OMV

AŽ
65% SLEVA
 NA PRODUKTY



Mimo akce od 15. 4. 2019 do 29. 7. 2019 nebo do vyprodání zásob.



WE CARE MORE

Energie pro lepší život. **OMV**

PRAVÁ VÁŠEŇ
PRO HUDBU **iBOD**
 ZAČINA U OMV

ZÍSKEJTE
AŽ 65% SLEVA
 NA PRODUKTY




WE CARE MORE



LOYALTY PROGRAMS



***HIGH-END
FASHION
COLLABS***



***ATHLEISURE-
WARE***

Polaroid 600 vintage MTV stereo cam



LEGENDARY

SOUTH PARK™



The image features the Paramount logo, which consists of the word "Paramount" in a blue, cursive script font. The logo is set against a light blue background. Above the text, there is a dark blue arc containing several white, five-pointed stars. Below the text, there is a dark blue silhouette of a mountain range with two prominent peaks. The overall design is clean and iconic.

Paramount

CLASSIC / BELOVED / TIMELESS

CHARACTERS / STORIES / IP



New Releases/ **TIMELESS** *2020/2021* **STORIES**



SPRING 2020



SUMMER 2020



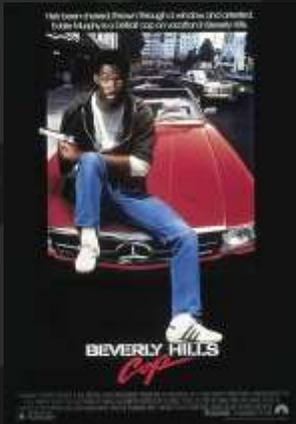
SUMMER 2020



SUMMER 2021

ANNIVERSARIES

2019



2020



2021



A vibrant, comic-style illustration of two dinosaurs in a boxing ring. On the left is a blue and white dinosaur with a determined, slightly angry expression. On the right is a larger, orange and brown dinosaur with a more aggressive, snarling expression, showing its teeth. They are both wearing blue boxing gloves and are positioned as if about to fight. The background shows a blue sky with white clouds and a brown ground area. The word "RUMBLE" is written in large, bold, 3D letters across the bottom of the image, with a red-to-orange gradient and a blue shadow.

RUMBLE

July 2020

CONSUMER **PRODUCTS**

RUMBLE



KIDS
6-11

FOCUS
CATEGORIES

TOY
APPAREL
HOME
ACCESSORIES
PUBLISHING
INTERACTIVE GAMES

RUMBLE



JANE JAMES VNCPC

The logo for the movie 'Top Gun: Maverick' is centered on a black background. It features the words 'TOP GUN' in a large, bold, blue-grey font with a metallic texture. The letters are set within a stylized wing shape that tapers to points on the left and right. Below 'TOP GUN' is the word 'MAVERICK' in a smaller, similar font. At the bottom center, there is a small emblem consisting of a five-pointed star with wings extending horizontally from its base.

TOP GUN
MAVERICK

The logo for the movie 'Top Gun: Maverick' is centered in the image. It features the words 'TOP GUN' in a large, bold, metallic font with a weathered texture. Below 'TOP GUN' is the word 'MAVERICK' in a similar but smaller font. The letters are flanked by stylized wings. At the bottom center of the logo is a five-pointed star. The background is a bright blue sky with scattered white clouds. On the left side, there is a dark blue vertical panel with a white and red diagonal stripe and a topographic map pattern.

**TOP GUN
MAVERICK**

July 2020



PARAMOUNT PICTURES



FEEL THE NEED.





MILES TELLER
BRADLEY "ROOSTER"
BRADSHAW



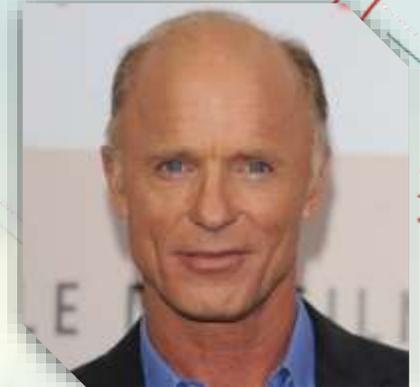
VAL KILMER
TOM "ICEMAN"
KAZANSKY



JENNIFER CONNELLY
PENNY BENJAMIN



JON HAMM
ADAM BO "CYCLONE"
HENDERSON



ED HARRIS



GLEN POWELL
AS SLAYER



JAY ELLIS
AS PAYBACK



MONICA BARBARO
AS PHOENIX



LEWIS PULLMAN
AS BOB



CP PLAN

CORE ADULTS
25-54

KEY CATEGORY
COLLECTIBLES

TEENS/YA
13-24

KEY CATEGORY
APPAREL

KIDS
4-12

KEY CATEGORY
TOYS

TAMAS

TOTH

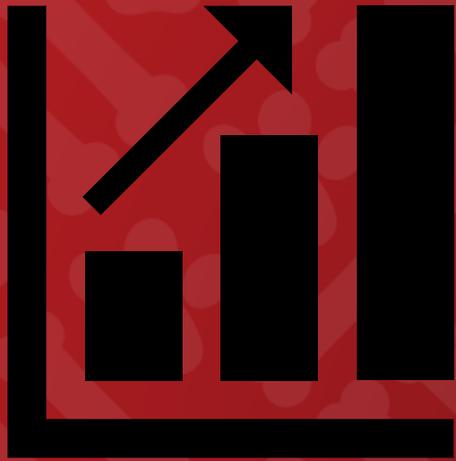
**CPLG CEE
ACCOUNT MANAGER**

A child with dark hair is seen from behind, sitting at a table. They are holding a silver fork with a piece of green broccoli on it. In front of them is a white plate with more food, including broccoli and orange slices. The background is a bright, slightly blurred indoor setting. The image is framed by blue diagonal shapes on the left and right sides.

FMCG

INGEE

Growth of double digits





DAIRY4FUN











BAMBI



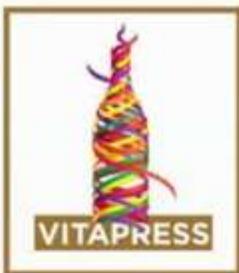




KNJAZ MILOŠ



DRINKS



**SURPRISE
DRINKS**

The Drinks
Drinks for joy



DRINKS

The Drinks
Drinks for joy





UNDER APPROVAL

A child with dark hair is seen from behind, sitting at a table. They are holding a silver fork with a piece of green broccoli on it. In front of them is a white plate with a meal consisting of rice, broccoli, and a red sauce. The background is a bright, out-of-focus window with white curtains. The image is framed by blue and yellow diagonal stripes on the left and right sides.

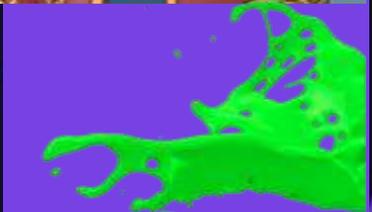
***THANK
YOU!!***

JEANNINE LAFEBRE

SR. DIRECTOR, CONSUMER PRODUCTS
CEE, NORDICS & BENELUX

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