



New Business Opportunities and Models in the On-Line world

Where do we take our business next




New viewing habits of our audience

- Children watch content where they want when they want
- Boys prefer their mobiles
- Pre-schoolers prefer tablets and have access to them
- On-line is where our audience increasingly is and will be



Children prefer SVOD to linear broadcast

- **NETFLIX**: depth and convenience and originals
- **amazon.com**,  piloted exclusives
- Local SVOD platforms:

hulu



Stan.

CAKE™

The Freedom of YouTube/AVOD

- The long tail, MCN's (Multi Channel Networks) like Little Dot:

- Peppa Pig, Thomas the Tank Engine, etc



- AVOD originated content:

- Extending brands:

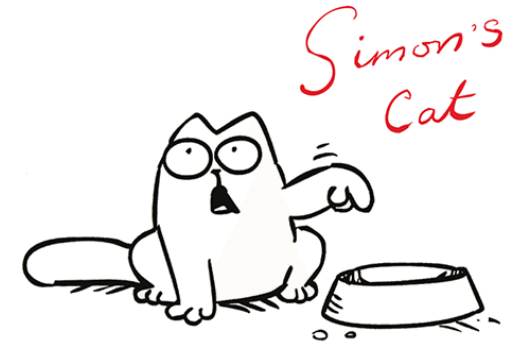


- Starting IP's



AVOD originated content

- Little Baby Bum, 6.9B views
- Simon's Cat, 650M views
- Morphle, 200M views
- Cosmic Kids Yoga, 9M views



Children's apps

- Toca Boca



- Dr Panda



'Walled garden' apps for Children

- Azoomee

azoomee

- Hopster



- Popjam



Animation Platforms

- Bringing Together:
 - Content: Animation through SVOD/AVOD
 - Community: The Fans and their funds
 - Commerce: Consumer products and games

