

# Content Tokyo 2017:

## How to turn your domestic kids' series success into a global hit

by Al Kahn, CEO of  
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# Proven Success Model

*Al Kahn's years of success in both the kids TV and Licensing businesses represent over \$15 billion in global sales from the west for properties such as Cabbage Patch Kids, Pokemon, Yu-Gi-Oh, Nintendo's Mario Bros., Donkey Kong, Polly Pocket, Teenage Mutant Ninja Turtles, and many more.*

*He was inducted into the LIMA (International Licensing Industry Merchandiser's Association) Hall of Fame as well as the Kidscreen Hall of Fame, both in 2005.*

*Now, through CraneKahn, one of his main focuses has been on identifying the next top franchise from Asia, introducing it to the west, and growing it into a truly global brand.*



## So You Have a series that's doing great in your country. Congratulations!

*The CraneKahn Checklist for identifying those with the potential for global success:*

**ORIGINALITY:** The first step to any global success is creating a series that is unique, with original, interesting characters that bring something new to the table – kids see right through copycats.

**GOOD DOMESTIC RATINGS:** Having a series with a proven track record in your own country is a big plus. Ratings in your own country prove that you've created something that resonates with kids and has their attention.

**SOLID LICENSING PROGRAM:** A successful licensing program in your country/region further proves the IP's potential to engage audiences beyond broadcast. Attention to maximizing play patterns observed in the series to create applicable and unique product will set you apart from a majority of licenses.



# Next steps: The Do's and Don'ts of taking your IP Global



**Why Dubbing Isn't Enough:** Confident in their good track record at home, most producers assume that the next step is to dub the series in English and take it to the international stage. However, this often results in a couple of broadcast sales to smaller territories, or some VOD sales in its native language. What went wrong?

**Cultural Adaptation:** Dubbing a series should be more than a word-for-word translation of the original. Cultural factors such as regional humor sensibilities, tastes, and trends with kids can should all be taken into consideration when localizing a series.

**Musical Adaptation:** Music that resonates with kids in one country can fall flat with others. While expensive, a new musical score can go a long way to making the series memorable and cool for kids in other countries.

**Editing:** Some culturally-specific social norms that don't travel well may need to be edited out (smoking, street signs) although some (such as weak or frivolous girl characters) may not be salvageable simply through edits.



## Brand Positioning/Licensing:

*In addition to the series itself, the licensing program surrounding the series will also need a regional makeover. Some key points to consider:*

- **Positioning Line** – Does it capture the essence of your licensing campaign?
- **Play Patterns** – How can the action in the show be re-created in toys, games, collectors items or other categories?
- **What's Already Working** – What items are selling well in the country of origin and why? Research methods for creating similar demand.
- **Target Age:** The target age for many properties changes from country to country. Creating a licensing campaign for 6-11's when your target is actually 5-9 overseas can spell disaster.
- **New Categories:** Does the IP lend itself to interactive games or AR games?
- **Online Strategy:** The new direction of Licensing.

## ***The New Age of Licensing is Here***

**CraneKahn Proprietary YouTube Channel:** Geo-blocked to territories we manage for you only, our YouTube Channel will enhance licensing revenues in the following way:

- **Introducing “Influencers” to the Licensing Mix:** CraneKahn is planning “enhanced sponsorship” options for toy companies and licensees associated with its product via its proprietary YouTube channel. Product might be promoted in video shorts hosted by YouTube “influencers”, i.e., young YouTube producers who have become popular via their own posts going viral and receiving millions of fans worldwide.
- **Package Openings and other promotions:** These influencers could perform a “package opening” of a toy, or mention it in an offhand way, or even have it be part of their clip’s story, but in all cases, it will get the attention of kids in a way that TV commercials on their own, cannot.
- **CraneKahn** is also identifying Influencers “on the rise” on YouTube, so we may contract with them early on and ultimately create our own influencer stars that may be more closely associated with specific brands.



## Broadcast and VOD/OTT Strategy

### Global Broadcasting:

- In addition to revenues through Licensing activities, CraneKahn is committed to finding the best broadcast placement for all our properties, with a priority on global kids' channels such as Cartoon Network, Nickelodeon, or Disney XD in the US and beyond.
- Despite the growing popularity of online media choices, the importance of broadcast for reaching a mass audience is still an undeniable asset to a properties' recognition. Because of this, we will take special care to prioritize broadcast placement, and only explore VOD opportunities as a 2<sup>nd</sup> window after broadcast premieres, which may include our partner platform, Toon Goggles.




**CARTOON NETWORK**



As Chairman of the Board, Al Kahn is guiding the already successful kids' VOD platform Toon Goggles to become the most popular VOD destination for kids 6-11yrs.

Leverage Toon Goggles' Massive Worldwide Presence To Reach *Your* Global Audience!





## Impressive Toon Goggles numbers for your content's maximum impact:

- Toon Goggles reaches over 60 million households in the US
- Toon Goggles pre-roll and post roll ads receive over 5 million impressions each month
- Toon Goggles is highly promoted on over 60 million devices available in households globally
- Plus Toon Goggles has the ability to place ads of your product on affiliated children's brands and services that Toon Goggles is partnered with

# Multiple Partnership Options

In addition to collaboration/adaptation of completed series, **CraneKahn** can also come in as a **co-producer or collaborator** during the pre-production and post production process. This allows for a series or property to be created from the beginning for the global market, without the need for adaptation.

For example, CraneKahn has recently picked up all merchandise and TV/digital rights for the successful Korean preschool series **Wonderballs** (52 x 5mins) for worldwide rights excluding Asia and the Middle East. For this title, we are collaborating with producers Synergy Media from the storyboard stage of Season 2, to provide experts in curriculum guidance to meet the west's requirements for preschool social and cognitive development.

CraneKahn can also work with a producer early on to establish strong licensing related components that may have a significance on storyline or play patterns, such as a related card game or proposed toy innovative toy line.

