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Background-I

- Exported at the highest price among all Korean animation
- Attained international exposure in Japan, Korea, Taiwan, UK, US, Hong Kong, Macau and China
- The sport of Taekwando has a total population of 50 million. First staged in Beijing Olympics in year 2008.



Background - II

- Korea Grimi
 Production
- Japan J.C.F
- The talent of J.C.F.
 produced the Digimon
 series
- The second title is going on for 52 eps.





International Exposure

Country	TV Station
Korea	MBC
Japan	NHK
China	BTV
Taiwan	CCTV/CTS(華視)
UK	BBC
US	Crash Media
Hong Kong	ATV
Macau	TDM



Ki-Fighter Achievement

- VCD & DVD Distribution across China in 2006&2007
- To be aired by ATV in early 2006, TDM 2007 which covers Guangdong province
- Currently aired by CTS and achieved a rating of above 25% of prime time slot
- Ranked in the top 5 list in Taiwan
- Macau in 2007





Rating in Taiwan

每日全體節目(TOP100)總排名表(合併版)

14,111,3-1	象:四歲以上個人		調查頻道:所有頻道							
3期:	2004/12/05(Sun)	統計說明:節目超過三分鐘者列入排名 台別 節目開始時間 節目長度 收藏率 市場佔有								
排名	節目名稱	台別								
1	綜藝大集合	FTV	19:54	126	5,48	19,0				
2	親戚不計較	FTV	19:26	28	5.15	17.8				
3	周日八點黨	CTV	19:55	131	4.84	16.8				
4	中全球新聞	CTV	18:56	58	4.11	14.9				
5	少年特攻隊	TTV	19:30	120	3,10	10.6				
6	大陸尋奇	CTV	17:57	58	2.90	12.7				
7	天國的嫁衣	CTS	21:37	98	2.86	12.2				
8	新玫瑰暗鈴眼	FTV	22:01	97	2.72	13.4				
9	民視1900晚間	FTV	18:58	27	2.51	9.4				
10	快樂星期天	CTS	19:57	100	2.19	7.5				
11	航海王IV	TTV	18:29	28	2.15	8.7				
12	台晚間新聞	TTV	18:58	32	2.00	7.4				
13	男丁格爾	CTV	22:06	88	1.89	9.3				
14	MIT台灣誌	CTV	12:30	60	1.70	9.2				
15	中假日新聞	CTV	11:59	31	1.58	9.7				
16	新游戏王	CTS	18:29:00	28	1.54	6.3				
17	GTV重點新聞	GTV-C	17:56:00	3	1.50	7.5				
18	哆啦A夢	GTV-C	17:28	28	1.39	7.7				
19	1230條作小新	GTV-C	12:28:00	30	1.38	7.4				
20	魔法少年賈修	TTV	18:00	29	1.28	5,9				
20	神雕俠侶	CTS	17:29	28	1.28	7.1				
22	台假日新聞	TTV	12:28	31	1.26	6.7				
22	民親午間新聞	FTV	11:56	33	1.26	7.9				
24	1330天國的媒衣	CTS	13:30	89	1.23	8.5				
24	第一劇場	GTV-1	09:59	120	1.23	10.2				
26	重綜藝大贏家	FTV	12:59	120	1.19	7.7				
27	1200 蠟筆小新	GTV-C	11:59	29	1.18	7.3				
28	按風太郎	CTS	17:59	28	1,16	5.4				
29	今天維會贏	TTV	21:30	92	1.12	4.5				
30	1330戲說台灣精華版	SANLI	13:29	120	1.09	7.7				
		GTV-1	16:59	120	1.09	5.4				
31	1700第一劇場	SANLI	12:29	60	1.07	5.6				
32	1230台灣尚青		12:29	29	1.00	5.3				
33	重美风有約	FTV		59	0.98	3.5				
34	華晚間新聞	CTS	18:58							
35	1000歐吉尚遊台灣	SANLI	09:59	60	0.97	8.7				
36	1530	GTV-C	15:28	31	0.96	7.7				
37	蠟筆小新	GTV-C	08:59	60	0.94	10.2				
37	民新六點晚間新聞	FTVN	18:33	23	0.94	3.8				
39	中新1900晚間新聞	CTIN	18:43	72	0.92	3.4				
40	1700數方尚遊台灣	SANLI	16:59	60	0.91	5.6				
41	卡拉FUN輕鬆	FTV	23:39	6	0.88	7.2				
41	第三隻眼	SANLI	21:59	58	0.88	3.8				
43	1800哈姆太郎	YOYO	18:02	28	0.85	3.9				
44	1300在中國的故事	SL2	13:00	60	0.83	4.9				
45	1900原中奇綠	SANLI	18:59	60	0.82	2.9				
46	三立晚間新聞	SANLI	17:59	60	0.79	3.4				
47	民新七點晚間新聞	FTVN	18:56	60	0.78	2.8				
48	勁歌金曲精裝版	CTS	12:30	60	0.77	4.2				
49	大話新聞	SETN	20:54	120	0.76	2.9				
50	封面人物	SL2	22:00	60	0.75	3.2				

	調查地區:台灣地區(不含雜島)		8	『查時段:	02:00~25:	
			總人口數('000)	樣本數:	4849		
排名	節目名稱	台別	節目開始時間	節目長度	收視率		
50	中新1800頭條新聞	CTIN	17:51	51	0.75	3.4	
52	經典玫瑰暗鈴眼	TTV	23:02	118	0.74	6.9	
52	忍者哈特利	GTV-C	16:59	28	0.74	5.3	
52	民新假日新聞	FTVN	18:21	11	0.74	3,2	
55	1125视成不計較	FTV	11:27	29	0.72	5.4	
56	GOGO JAPAN来去日本	FTV	17:59	58	0.71	3.1	
56	1500 蠟筆小新	GTV-C	14:59	28	0.71	5.4	
58	重雙額臨門	FTV	14:59	60	0.70	5.5	
59	美國NBA職業籃球賽	CTV	09:30	149	0.69	5.9	
59	GTV晚間新聞	GTV-1	18:59	59	0.69	2.5	
59	1930天鹅湖公主芭比	YOYO	19:30:00	90	0.69	2.4	
62	狂野歴險	CTV	17:30	27	0.68	3.7	
62	三立午間新聞	SANLI	11:59	30	0.68	4.2	
64	1200小链女DOREMI4	YOYO	12:00	30	0.67	4.1	
65	東新1300整點新聞	ET-N	12:56	63	0.66	3.9	
65	1800台灣頭條	SETN	17:52	63	0.66	2.9	
65	1900 對條新聞	SETN	18:56	73	0.66	2.4	
68	摩登大型	VLM	16:55	118	0.65	3.4	
69	1300亞洲新人歌唱大賽	GTV-1	12:59	90	0.64	4.0	
70	1600愛情魔戒	CTS	15:59	90	0.63	4.9	
70	民砚七點最間新聞	FTV	06:58	60	0.63	15.6	
70	大特寫	GTV-1	14:29	90	0.63	4.9	
70	TVBSN1400終點新聞	TVBS-N	13:54	59	0.63	4.6	
70	TVBSN晚間六七點新聞	TVBS-N	17:51	122	0.63	2.5	
70	台灣心聲	MUCH	21:00	133	0.63	2.5	
70	0900天聪湖公主芭比	YOYO	09:01	89	0.63	6.4	
77	重發現新台幣	TTV	11:58	29	0.62	3.9	
77		ERA	19:03	16	0.62	2.3	
77	年代晚報	TVBS-G	09:32	211	0.62	4.6	
	0930第41屆金馬獎頒獎			59	0.62		
77	1600烏來伯與13娘週日	SANLI	15:59	30	0.62	5.1 2.5	
77	1830小魔女DOREMI4	YOYO	18:31				
82	1730天神向前衡	YOYO	17:31	30	0.61	3.3	
83	第41屆金馬獎星光大道	TVBS	13:00	269	0.60	4.3	
83	東新1900七點新聞	ET-N	19:18:00	39	0.60	2.1	
83	1100神奇寶貝	YOYO	11:00	29	0.60	4.8	
86	婆媳過招手百回	ETTV	16:57	180	0.59	2.7	
86	SETN1200整點新聞	SETN	11:52	62	0.59	3.5	
86	1130豆豆先生	DISNY	11:29	28	0.59	4.4	
89	一個設法	ETTVS	18:55	58	0.58	2.1	
89	1030天神向前街	YOYO	10:31	29	0.58	5.0	
89	1900神奇寶貝	YOYO	19:01	29	0.58	2.1	
92	華假日新聞	CTS	11:58	31	0.57	3.5	
92	重關鍵時刻	FTV	02:00	6	0.57	10.4	
92	TVBS晚間新聞	TVBS	18:00	119	0.57	2.2	
92	1530黃金夜總會	SANLI	15:29	30	0.57	4.6	
92	TVBSN1200整點新聞	TVBS-N	11:54	61	0.57	3.3	
97	年代1800晚報	ERA	17:53	30	0.56	2.7	
97	年代晚報頭條	ERA	18:59	4	0.56	2.2	
97	民新最快新聞	FTVN	17:58	22	0.56	2.7	
100	大陸尋奇	GTV-C	19:59	120	0.54	1.9	

節目監播資料:艾克曼知識管理有限公司

3

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Licensing Plan 2007-2010 Air by popular TV Channel to obtain significant exposure Launch in multiple media such as Cable TV, Roadshow, Internet portal Launch a series of PR activities in popular children's magazine

- 4. Online game launch in mid 2008
- 5. Establish strategic partnership with large food chain store and children's brand
- Launch 'Ki-Fighter Learn Taekwando' publications in 2004-05 across 100 or more primary schools
- 7. National Children's Taekwando competition of up to 10,000 people



Publicity







Happy Dragon

29 January 2006

Happy Dragon
11 March 2006





Super Co-co 28 January 2006 bubble 密萊寶 www.bubblemon.com





Co-Co 4 January 2006







炫風太郎

逢星期日上午九時三十分本港台播映

二月二十七日 星期日

士,等待太郎的大冒險開始。

本來住在森林裏無拘無束的太郎,突然成為 拯救世界的勇士,阻止將於地獄之洗手間中復 活的大魔鬼。在冒險的最初遇上蒂布及奇奇 亞,被他們誤為從水深火熱中拯救世界的炫 風戰士。越過奸人的重重障礙,太郎必需齊 集九個炫風信物,在艱苦之旅的終點前阻止 快將復活的大魔王毀滅整個世界。以玩具王 國、海盜船、賽車城為背景,激發孩子 想像力而精心設計的世界觀,色彩 繽紛的世界裏亦住有精靈、天使、 邪惡的小丑、鴨仔和南瓜頭劍

炫風太郎

逢星期日上午九時三十分本港台播映

二月二十日 星期日

已被鎮壓千年的大魔王即將復活,長老們派遣勇士前往阻止。原定和勇士會合的妖精帝布和奇奇阿,意外的和一名叫太郎的小朋友結伴同行。大王的手下尼克斯和巴拉誤認太郎是長老派遣的勇士,計劃欲將其除去。



Whiz-kids express

February & March 2006



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Wind Rider March 2006 bubble 罗萊寶 www.bubblemon.com



《炫風太郎》

電視台:亞視本港台

時間:逢星期日上午9時30分

太郎自從被長 老們誤認作勇士之 後,便聯同妖精 TIPU和CHICHIA一 同上路,並前往阻止 大魔王復活!到玩具 王國後,太郎等人更



到了FESTIVA TOWN的元旦慶典及虛假王國等地, 期間遇上了功夫高深莫測的KI-FIGHTER MAUTUS! 連場惡鬥一觸即發!

Licensed by bubblemon.com

@ Grimi

以傳統跆拳道為素材[

炫風太郎

●逢星期日 ●上午9時30分 ●亞洲電視本港台播映

· 炫風太郎於2004年進軍美國市場,由Crash Media Group製作和發行DVD,而



的玩具王國,太郎遇到Ki-Fighter Piku後,勇敢的和大魔王的

第三集

太郎一眾繼續找尋炫風小戰士,遇到石頭怪,太郎因 為石頭怪體形少而笑他,令石頭怪憤怒,後來石頭怪因 為太郎很有愛心,所以決定跟他一起解決在節日村報 生的怪事,並應承幫太郎一起對付大魔王

郎是殺鹿兇手,後來在打鬥中太郎救回馬

Ani-Wave March 2006



資料提供/亞洲電視本港台





Look Street
February Issue



www.bubblemon.com

Ki Fighter Taerang is an adventurous story of a young Plot Outline boy named Taerang who grown into a Warrior and takes on the critical mission to save the planet.

Taerang begins his journey with his two friends, Tipu and Chichia at the point when he was misrecognised as the Taekwon Warrior who will save the planet.



With the resistance of evil force, Taerang must collect nine 'Energy Sources' through his difficult journey to combat against the revival of the Evil Master who will undoubtfully destroy the planet.



Themes

The theme reflects bravery, barriers crossing and the importance of teamwork to achieve end target





Character Profile - I

Name: Taerang

Sex: Male

Age: 7

Character: Love to make fun of people yet emulate bravery when it comes to protect his friends against the evils

Name: Chichia

Sex: Male

Age: Unknown

Chichia is bubble monster from the Kingdom of Taekwando

Name: Tipu

Sex: Female

Age: 12

Tipu is an elve from the Kingdom of Taekwando with an aspiration to turn her bat-like wing into angel wing. Her dream can be fulfilled if she help the Taerang Warrior to achieve a defeat against the Evil Master.



Character Profile - II

Nivers

Sex: Male Age: 30
Follower of the Evil Master. Nivers is in love of his own 'genius' creations that were continuously destroyed by Taerang.

Para

Sex: Female Age: 20
Para has the ability to transform into a young lady.



Sex: Female Age: 70
Follower of the Evil Master. Para is a teacher and proficient at spell.



Target 2007-2012

 Create a 'Ki-Fighter' Fad as such its popularity will exceed previous animes

Intensifying the spirit of sports in the younger generation, particularly

Taekwando



Strength of Ki-Fighter Taerang

- Reasons why you should use Ki-Fighter:
 - Healthy image & content
 - Based on Taekwando principle an increasingly popular sports
 - Inspiring themes of teamwork, friendship & justice
 - Adorable characters eg. Chichia which ensure success like Pokemon
 - Wide target group male to female, taekwando population, children to teenagers (Mainland population between 0-14 of age reaches 290 million)



Licensing Strategy – Media Mix

 To generate a striking impact on the market, the elements below are indispensable for successful licenses.

Free TV
Cable/Satellite
Video/VCD
Publication

Merchandises Events



Media Mix – Model Plan 2007-2012

		2005				May	Jun	Jul	Aug	Sep	Oct	Nov
		Jan	Feb	Mar	Apr							
Free TV	broadcasting											
Cable	broadcasting											
Internet	broadcasting											
Video	VCD											
Publication	Taekwando											
	Comics Strip											
Products	Stationery											
	Card Game											
	Bags/Apparel											
	Online Game								·		·	
	Local License											
		-6										
Event	Taekw. Comp											
	Mall/Theme Park											
Tie-in	Restaurant/Kid's Brand		7									







Products Showcase



Merchandises

- Plush
- DVD / VCD
- Pyjamas, underware, shorts
- Watch/Clock
- Cup set
- Stationery Set pencil case, rulers, eraser, glue, highlighter, pacer

- Backpack
- Snacks
- Card Game
- Lighter
- Stickers
- Calendar
- Bathroom ware













G-0548

Backpack









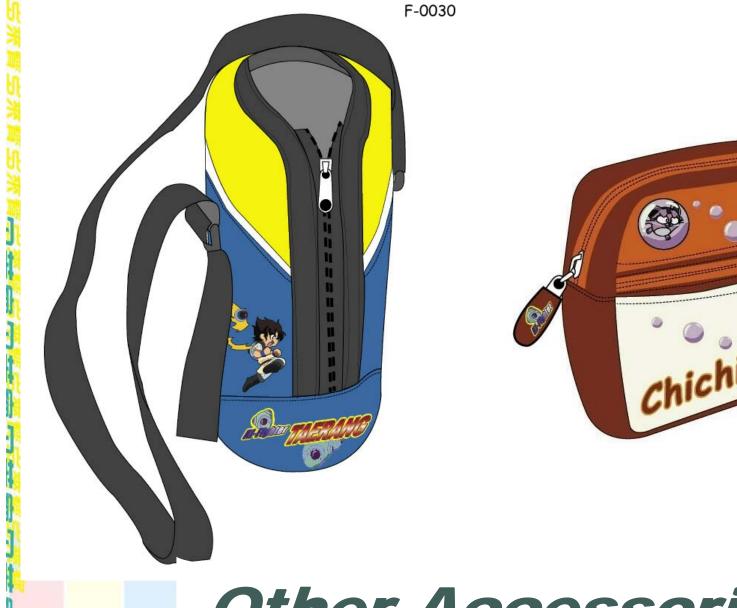
















Other Accessories

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Stationery











Online Game















Apparel

















Events & Exhibition



CICAF第二屆

中國國際動漫展2006





Hong Kong Filmart 20-23/3/2006



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Hong Kong Licensing Show 4-6/7/2006













Hong Kong Licensing Show 4-6/7/2006



Game Expo Cyberport 25-27/8/2006







Game Expo Cyberport 25-27/8/2006



上海國際卡通博覽會2007









上海國際卡通博覽會2007







雪呂萊寶呂萊寶呂萊寶呂萊寶呂萊寶呂萊 富安森會包萊自科森寶多森曾吳東



鳕呂萊鳕呂萊鳕呂萊鳕呂萊鳕呂萊



www.bubblemon.com

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