



***bubble
mon***

冒萊寶

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冒萊寶 正式授權



Licensed by bubblemon.com

CCTV Animation *Monkey King*

Licensed by Bubble Mon





CCTV-Children is the most competitive national program for children in China. It has the widest network and biggest influence.

CCTV Animation INC. is the only institution developing cartoon programs, cartoon derivatives, and building CCTV brands for CCTV's youth program.





January 16, 2009, “CCTV Animation Monkey King Brand Licensing Auction” was held in Beijing. More than 10 companies attended the event. Most of them were from book & audio publishing and toys industry.

The total transaction value was around **RMB41,350,000**. Auction from five categories including audio, book and toy were closed, which made **RMB17,030,000**.

The auction was named as “The first auction in China’s cartoon industry”, and thus had overwhelming influence on the industry. This is also the very first try in China’s cartoon derivative licensing industry.



Animation Information

Duration: 52 volumes X 22 minutes

Release date: in the summer of 2009

Broadcasting station: CCTV-children

Production Cost: RMB 36,000,000

Production period: 10 years





After the test screening of the first 26 volumes, the feedback was very positive:

High TV rating: around 2.12%, farther ahead of similar programs
Quite a number of young fans: request the broadcast of the rest 26 volumes

Monthly best-seller children comic book on DangDang.com (the biggest Chinese online bookstore): 300,000 volumes sold out within the first month

More licensing projects: the second round of brand auction was successfully held



美猴王



Characters



Named as Sun Wukong



Born from a cracked stone

Become the Monkey King



美猴王

Characters



Young six-ear monkey



Six-ear monkey



Characters



Ginger Fruit



Jade Rabbit



The White Dragon



The Red Boy



Supreme Lord Lao Zi

The Devil



美猴王

Characters



Old Monkey

Wudou 五斗



Golden Horn



Silver Horn



White Deer



Old Man in White Clothes



Puti



美猴王



央视动画有限公司
CCTV ANIMATION INC.

Characters

Old Man in White Clothes



Ginger Fruit



Monkey King



Jade Rabbit



Six-ear monkey

美猴王

Publicity



The general manager of Bubble Mon Licensing (Mr. Wilson Lee) is signing the collaboration agreement with CCTV Animation INC. , in Anhui Province, China.



The General Manager of CCTV Animation INC. (Mr. Wang Ying, left) and the general manager of Bubble Mon Licensing (Mr. Wilson Lee, right) are greeting with each other.



Publicity



Monkey King will be broadcasted through Disney Asia's channel. This is the first time for China's original animation being broadcasted through Disney Asia's channel.



The representative (left) of Disney Asia and the General Manager of CCTV Animation INC. are signing the collaboration agreement.



Publicity

At *Monkey King's* premiere and brand contract signing ceremony, the general manager Mr. Wang Ying (farther right) of CCTV Animation INC. is signing contract with partners.



General Manager (right) of CCTV Animation INC. : Mr. Wang Ying

Chief Director
-陈家奇



CCTV.COM



央视动画有限公司
CCTV ANIMATION INC.

A cartoon illustration of Sun Wukong, the Monkey King, standing and holding his golden staff. He is wearing a yellow and red outfit with a green scarf and has a long, red, curved tail. He is pointing his right index finger upwards.



Publicity

CCTV.com's online features about *Monkey King*.



CCTV.com



美猴王



《美猴王》海报

点击了解：央视动画大片《美猴王》5.2亿全案播出计划

由央视动画有限公司历时三年倾力打造的5.2亿大型系列动画片《美猴王》即将于暑期档与广大少年儿童见面。《美猴王》是央视动画精心打造的央视动画台首部动画大片，它将从2010年1月25日起在中央电视台台一套《动画城》栏目播出。此外，从1月26日起，中央电视台少儿频道也将同步播出该片。这部强劲的立体化播出模式将确保《美猴王》在播出期间成为荧屏上最亮丽的风景线。

《美猴王》是一部具有浓郁时代感、充满活力的动画片。该片在制作过程中，采用了大量先进的制作技术，体现了国内动画制作的一流水准。整部动画片通过深入挖掘《西游记》中的经典故事，讲述了一个少年孙悟空的成长故事。该片在制作过程中，还融入了许多现代元素，使得这部经典故事焕发出新的生命力。该片的制作团队表示，他们希望这部动画片能够成为国产动画的标杆，为观众带来一场视觉盛宴。

据了解，为了使《美猴王》一片能够顺利播出，央视动画采用了全新的播出模式，并成功举办了首次《美猴王》品牌授权发布会，使中国原创动画首次登上了《美猴王》品牌授权发布会的舞台。发布会邀请了众多行业精英、媒体代表、行业专家等参加，现场气氛热烈，反响强烈。发布会还宣布，央视动画将与多家知名企业达成合作，共同开发《美猴王》品牌授权产品，进一步扩大《美猴王》品牌的影响力。

在与央视动画出版《美猴王》品牌授权发布会的同时，《美猴王》相关产品及授权产品也在全国范围内同步推出。据悉，央视动画将与多家知名企业达成合作，共同开发《美猴王》品牌授权产品，进一步扩大《美猴王》品牌的影响力。此外，央视动画还将与多家知名企业达成合作，共同开发《美猴王》品牌授权产品，进一步扩大《美猴王》品牌的影响力。

Events & Exhibition



Hong Kong International Film & TV Martet
(Filmart) 2010/03/22-25



Events & Exhibition



Hong Kong International Licensing Show
2010/01/11-13



Events & Exhibition



The 1st China International Animation
Copyright Fair - Dongguan
2009/12/30-2010/01/03



Events & Exhibition



The 2nd China International Cartoon Creative
Industry Fair-Wuhu
2009/10/23-26



Products

Monkey King comic books
5 sets per volume



美猴王

CCTV.COM

央视动画有限公司
CCTV ANIMATION INC.

Products – Stationary



School Bags



Bookmark



Products – Plastic Toys



Products – House ware



Shopping Bags



cushions



bed sheets



MONKEY KING
MONKEY KING



MONKEY KING

Awards

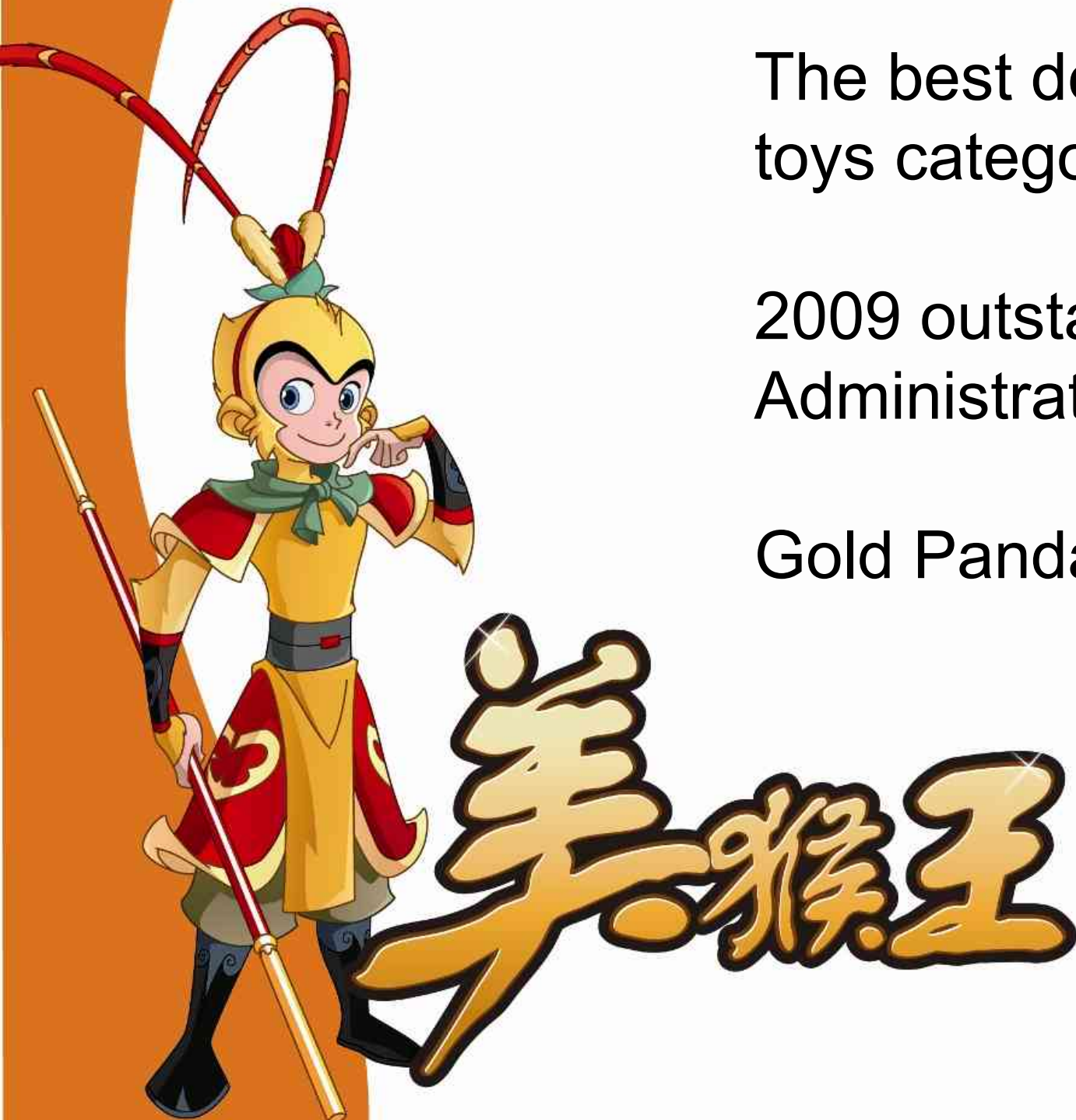


The best 10 TV animation which has the most industrial values

The best design of animation derivatives (plastic toys category)

2009 outstanding animation award by the State Administration of Radio Film and Television

Gold Panda from Sichuan TV Festival



Marketing Plan



1. Plan to have partnership with retail company.
Assist with the promotion of companies' activities.
3. Manufacture and retail Monkey King products in
Hong Kong and Mainland China
5. Conduct exhibition to promote the image of
Monkey King
7. Apart from China, plan to have TV broadcast in
Hong Kong



Contact us



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