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MARATHON
MEDIA





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Totally Spies! is a **WORLDWIDE FRANCHISE**
with Massive Television Support



A 5th season is currently in production. The series will be the longest running animation girls action series produced for a budget of 45M€



130 episodes completed in 2007

Season 1 - Episodes 01 to 26	:	April 2002
Season 2 - Episodes 27 to 52	:	April 2003
Season 3 - Episodes 53 to 78	:	February 2005
Season 4 - Episodes 79 to 104	:	April 2006
Season 5 - Episodes 105 to 130	:	October 2007



An International TV Hit

Sold in more than
100 countries and
placed with
exceptional
broadcast platforms



The series airs on the majors channels around the world, and the 5th Season has already been sold to major broadcasters such as:

TF1 France CARTOON NETWORK US
TELETOON Canada JETIX Europe
MEDIA SET Italy LA FORTA Spain
GMTV UK RTL2 Germany...

The series is guaranteed broadcasting until at least **January 2009 !**



The Story

Lines

1. Clover, Alex and Sam were regular Beverly Hills girlfriends...



2. That is until the day they unwittingly stopped a global crisis and became international spies for the WOOHP (World Organization of Human Protection).



3. Only Sam, Alex and Clover know they can get abducted anytime, by the WOOHP and be whisked away to the craziest of places.



4. Their Mission: to battle with supervillains and save mankind with a *total sense of style* !



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The characters



alex



“The Best Friend”

Sporty, cool, and funny, Alex is the friendliest spy... Unless you're a bad guy! Then it's karate butt-kicking time!

clover



“The Popular One”

Clover is all about the coolest clothes, the cutest boys, and being a classy spy! She loves shopping, shoes, and fighting bad dudes!!



sam



“The Intellectual One”

Beauty, brains, and brawn, Sam kicks butts with sass and style!





The Brand

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Totally Spies! Fulfill all Missions in Fashion



- ★ *Talking about the prom while activating a rocket launcher in the Jungle...*
- ★ *Using a laser hairdryer to knock out the bad guys...*
- ★ *Using a CIA supersonic jet to make it to the math test on time...*
- ★ *Always on the move, in action...*
- ★ *Saving the day with style and attitude!*
- ★ *Being stylish, dynamic and totally fun.*



Strengths



A unique TV appeal *

Totally Spies! captures the girls audience without alienating boys. It enjoys better broadcasting ratings than any other girl brands in the world, ranking consistently higher than all other properties in the three important areas:

- 1) *quality of the broadcaster in each country*
- 2) *number of time slots*
- 3) *excellent repeat value*

A secured long-term broadcasting worldwide

Totally Spies! has a more secure Future than any other TV-led girl brands. The series is guaranteed a continued broadcasting at least throughout 2008 in most territories.



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* First broadcast in 2002, *Totally Spies!* launched the current wave of girl brands on TV.



Strengths

Totally Spies! has features which no other girls brands have :



CORE TARGET: *Girls 6-10*

STRONG VALUES: *Friendship, Action, Humour, Fashion*

Strong episodic storylines & depth of characters

Totally Spies! Is story and character driven yet still conveys similar values as the most successful current girls toy brands

Action & Comedy storylines which sustains strong role play taps into girls fantasy of secret double-life!

In addition to being hip and cutting edge like most successful girl properties, *Totally Spies!* offers something no other brands can offer :

SECRECY

A Totally cool & trendy girl property!

Totally Spies! blends *fashion and action*.

Sam Clover & Alex are very trendy and hip, changing their outfit up to 5 times per episode.



Strengths - Toy category

Totally Spies! can compete in the cluttered girls market

Competing against non-TV girls toy brands:

Totally Spies! is story and character driven yet still conveys similar values as the most successful current girls toy brands. In line with *Bratz* and *My Scene*, *Sam*, *Clover* and *Alex* are very trendy & very hip.

They are obsessed by their looks & by fashion. They talk parties... And boys... They have an "attitude"...

Competing against girl-focused T.V series such as *Kim Possible*, *Winks* & more recently *Atomic Betty* and *W.I.T.C.H.*, *Totally Spies!* characters are relatable and aspirational.



LICENSING and RETAIL

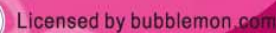


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The logo for the animated series "Totally Spies!" is displayed in a stylized, bubbly font. The word "Totally" is in a smaller, cursive script above the word "Spies!", which is in a larger, bold, rounded font. A small pink flower with a yellow center is positioned between the two words. The entire logo is outlined in a thick yellow border.



Multi-territory Licensees

Toys & Games

- Upperdeck - Totally Spies! Version of Yo! Cards
- Senario - Plug & Play



Interactive

- Atari - GBA, Nintendo DS
- Brighter Mind - PC and Mac Educational Software
- Gameloft - Mobile Game



Stationery

- MDF créations- Casual bags





Publishing

- PaperCutz - Magazine
- Simon & Schuster - Stories & Activities Books
- Tokyopop - Cine-Manga Books



Apparel & Accessories

- Adorable Kids - T-shirts, Underwear, Sleepwear
- Hypnotic Hats - Sleepwear, Intimate Apparel
- Star Ride - Sportswear and Outerwear
- Trau & Loevner - Basic/Novelty T-shirts and Fashion Fleece

Stationery/School Bags

- AD Sutton - Back to School
- DCL Motion Picture - Lenticular Products: 3D cups, stickers
- Elpro Intl. - Back to School packs & Backpacks
- Innovative Designs - School Stationery
- Mello Smello - Valentine Kits, Stickers, Tattoos
- Okee Dokee - Sticker Activity Packs
- Smilemakers - Direct Mail Stickers
- World Trend - Mechanical Pencils, Markers

Home Furnishing

- IMT Accessories - Watches and Clocks
- Jay Franco & Sons - Bedding, Bath Accessories, Towels



USA Licensees

Toys & Games

- Disguise - Halloween Costumes



Beauty and Healthcare

- World Trend - Oral care, Hairbrushes



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European Licensees

(1/3)

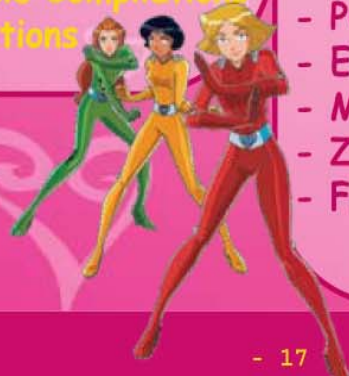
Videos & Music

- Finnkino OY - Finland
- TF1 Video - France
- Bridge Rights BV - Benelux
- Nextworks SA - Greece
- RTE Commercial Enterprises - Ireland
- PMI - Israël
- Mondo Home Entertainment - Italy
- Oryx - Middle East
- Media Way - Poland
- Pris Video - Portugal
- Vapet Production - Republic Tczech
- Global Publishing - Romania
- Mega Merchandising - Scandinavia
- Divisared - Spain
- Sanctuary Records - UK
- Universal Music - France - **Music Compilations**
- BMG - Benelux - **Music Compilations**



Publishing

- Hachette - France - Narration Books, Novelizations
- Simon & Schuster - UK - Activities Books
- Tokyopop - UK - Cine-manga books
- TF1 Publishing/Castermann - France - Hard-cover Comic Books
- TF1 Publishing - France - Video Partwork collection
- Publifast - France/Spain - Magazine
- Edizione Cioe - Italy - Magazine
- Media Service Zawada - Poland - Magazine
- Z Press - Benelux - Magazine
- FM Records - Greece - Magazine





European Licensees

(2/3)

Toys & Games

- Ch. H. Kubbinga - Benelux - Bicycles & Scooters
- Comtel - France/Benelux - Gardening Kits & Surprise toys cans
- Canal Team - France - Outdoor products
- Clementoni- France - Board games
- France Cartes - France - Trading cards & 7 Families playing cards
- Goliath - France/Benelux - Master Toy - Role play sets, Dolls & Puzzles
- Hasbro - France/Spain/UK - Video Now
- Mondo Spa - Italy - PVC Balls



Interactive Gaming

- Mindscape - France
Pc & Mac Educational Software
- TF1 Games - France
DVD Interactive Games





European Licensees

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Apparel & Accessories

- Alcara - France- Charm & Epiphany ac
- Cookie Company - Benelux - Children's
- Delta Textile Marketing - Israel - Ap
- Ditamo - Italy - Sweatshirts, Underwear, Socks
- Leomil Fashion - France - Gloves, Hats, Caps
- Royer - France - Footwear
- LA Vision - UK - Apparel
- René Lurde- France - Hair Accessories
- Sahinler - France - Day & Night Wear
- Santex Fashion - Benelux - Apparel
- United Labels - France - Underwear, Socks



Interactive Gaming

- Mindscape - France
- Pc & Mac Educational Software
- TF1 Games - France
- DVD Interactive Games

Promotions

- Ben Velkamp - Benelux
- Bolletje - Benelux
- Campanile - France
- Mc Donalds - France
- Pizza Hut - France
- SNS Bank- Benelux





European Licensees

(3/3)

Stationery - School Bags

- Alpa - France - Stationery
- Panini - France - Stickers Album & Candies holder
- De Luxe Papierhandel - Benelux - Stationery
- Jim Jam Trading - Benelux - Back to School Bags
- New Links - Italy - Stickers & Coloring Albums
- PMI - Israel - Diary, Activities & Coloring Books, Puzzles
- School Pack - France - Back to School Bags
- Sirka - Israel - Back to School Bags & Packs
- Unipap - Poland - Stationery



Food

- Bip's - France/Benelux - Confectionary
- Creative Cake - France/Benelux - Celebration Cake
- Jacquot - France/Benelux - Advent Calendar, Big Surprise chocolate egg

Home Furnishing & Home Decor

- Bel Air Industries - France - House Linen
- Hutamaki Spa - Italy - Party Goods
- Marissa Home Textile - Benelux - House Linen
- Spel- France - Melamine, Porcelaine Tray, Tote bags, Little case



Beauty and Healthcare

- Antasya - Italy - Cosmetics
- Jugavi - Spain/Portugal - Perfume, Beauty case & Cosmetics

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Asia & Australia



ASIA

- Sterling Paper : Notebooks, Drawingbooks - Philippines
- TCDS Industries : Backpacks, Bags - Philippines
- Freidaliza : T-shirts, underwear - Philippines
- Information Gateway: Mobile contents - Philippines
- Macroscope : Slippers, Sandals, Rubber Shoes - Philippines
- Foshan : Videos & Music - China
- IVS : Videos & Music - Thailand
- Pyramid : Videos & Music - Singapore
- WSA : Videos & Music - Philippines
- Jollibee Food : Promotions - Philippines



AUSTRALIA

- Croftminister : Albums & stickers - Australia
- Turning Point : Children's Apparel - Australia
- Magna Pacific : Videos & Music - Australia
- Red 8 : Costmetic Accessories - Australia

Latin & Central America

- Edigmatic Editora : Albums and stickers - Brazil ★
- CBC: Milk Chocolate Easter - Brazil
- Santino : Backpacks & Pencil case - Brazil
- Sul Americana : Notebooks, Four-ring binder - Brazil
- Plastico Risana : CD & magazine holder - Brazil
- May's Zi : Children's Apparel - Central America
- Diffusion : Videos & Music - Argentina
- Gussi Inc : Videos & Music - Mexico
- Playdisc : Videos & Music - Brazil
- Festocolor : Party Goods - Brazil
- Edigmatic Editora : Magazine - Brazil ★



Totally Spies!



The Trunk

Radio



T-Spies Club



Totally Spies! Online



Official website with exclusive and innovative content

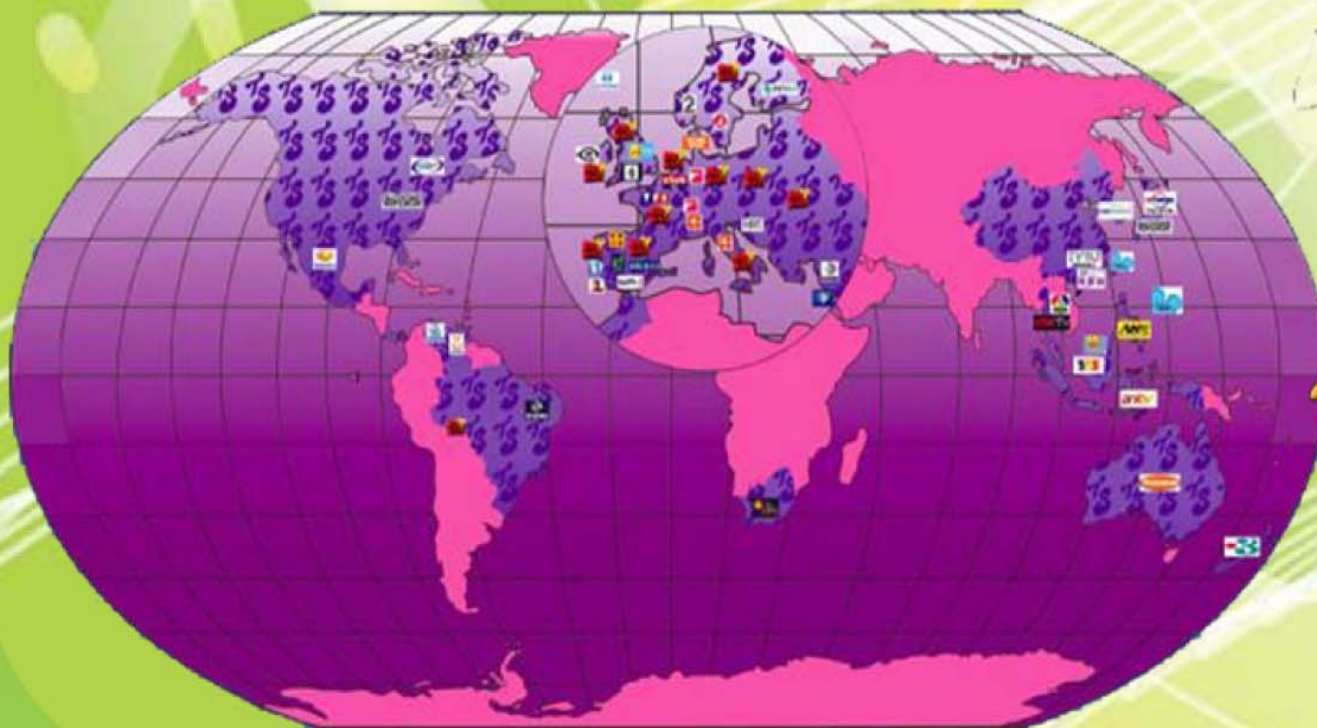
- Action and puzzle games
- Fresh video content
- An online radio player
- A fan forum: over 5000 messages per week
- Mobile goodies: fans can personalize their cell phones with Totally Spies content
- An online store, selling the whole range of licensed products

One of the largest fan clubs dedicated to a kids TV series

- As of December '05, T-Spies Club had 200 000 members



GLOBAL T.V. PERFORMANCES



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A Global Television Franchise

EUROPE

TF1 - France
JETIX - Europe
LA FORTA - Spain
MEDIASET RETE 4 - Italy
SUPER RTL - Germany
GM TV - United Kingdom
CLUB RTL - Belgium
VT4 - Belgium Flemish
TV2 - Denmark
MTV3 - Finland
ALTER CHANNEL - Greece
RTE - Ireland
TV2 - Norway
RTP1 - Portugal
RUV - Iceland
TV4 - Sweden
TSR - Switzerland
HRT - Croatia
CYPRUS BROADCAST - Cyprus
PRAVI PROVODI - Ex Yugoslavia
ROMANIAN TV - Romania
KANAL D - Turkey
2M MOROCCO - Morocco

AMERICA

CARTOON NETWORK - USA
TELETOON - Canada
TV PANAMA - Panama
VENEVISION - Venezuela
JETIX - Latina America
TVN - Chile
TVGLOBO - Brazil
TELEVISIA - Mexico

AUSTRAL ASIA

NICKELODEON - Australia
TEN NETWORK - Australia
DISNEY - Japan
TV TOKYO - Japan
FOSHAN - China
TVB - Hong Kong
ANTEVE - Indonesia
KBS - Korea
TV3 - Malaysia
TV3 - New Zealand
ABS-CBN - Philippines
TV12 - Singapore
DISNEY - Taiwan
UBC - Thailand
BBTV7 - Thailand
DISNEY PANSAT - Asia
RTB - Brunei
TOONIVERSE - South Korea





International Television Broadcast

Listing

Totally Spies! is sold worldwide for four seasons and a fifth season is in production

USA : **CARTOON NETWORK** - On the air since July 2003. Mon to Fri 5:30-6:00pm (Miguzi Block)

United Kingdom :

ITV (GMTV) - On the air from October 2004, season 3 & 4 at 9:00 am.

CHANNEL 4 - On the air since March 31st, 2002 on Sunday at 8:00 am.

JETIX - Launched on Nov. 2002. Mon to Fri at 7:30 am & 5:30 pm / Sat & Sun at 8:35 and 5:00 pm.

France :

TF1 - 30 months on the air,

On the air since April 3rd, 2002 on Wednesday & Sunday at 9:25 am.

(On holidays - everyday except W.E. at 9:25 am / On school days - Wednesday at 9:25 am).

JETIX - Launched on Oct. 2002. Daily at 12:00 am & 6:20 pm / Wed, Sat & Sun at 2:15 pm.

Germany :

KABEL 1 - On the air since 2005.

JETIX - Launched on Sep. 2002. Mon to Thurs at 7:50 pm / Sat & Sun at 3:25 pm and 3:50 pm.

SUPER RTL - On the air from July 2006

Italy/Switzerland :

MEDIASET RETE ITALIA - On the air since march 2003. Mon to Fri at 4:30 pm.

JETIX - Launched on Sep. 2002.

Spain :

LA FORTA : On the air from January 2003 from 8:30 to 10:30 am.

CANAL SUR - Sat & Sun at 10:30 am.

ETB - TELE MADRID - TV3 CATALUNYA - TV VALENCIA -TV CANARIA - TV GALICIA

JETIX - Launched on Apr 2002. Mon to Fri at 1:55 pm / Sat & Sun at 9:45 am.





International Television Broadcast

Listing

Belgium :
(French speaking)

CLUB RTL - On the air since September 4th, 2002. On Wednesday at 4:55 pm.

Netherlands :

JETIX - Launched on Sep 2002. Daily at 4:55 pm / On Wed at 5:40 pm and Sat at 1:15 pm.

Portugal :

RTP - On the air since September 28th, 2002. On Sat & Sun at 10:30 am.

Ireland :

RTE - On the air since September 11th, 2002. On Wednesday at 4:30 pm.

JETIX - Launched on Sep 2002. On Wednesday at 4:30 pm.

Greece :

ALTER CHANNEL - On the air since May 2003.

Cyprus :

CYPRUS BROADCASTING - On the air since Oct 27th, 2002. On Sat & Sun at 10 am.

Turkey :

KANAL D - On the air since June 2003.

Poland :

JETIX - Launched on Sep 2002. Mon to Fri at 7:50 am & 3:00 pm / Sat & Sun at 10:50 am & 3:40 pm.

Norway :

TV2 NORWAY - On the air since March 24th, 2002. On Sunday at 9:15 am.

Denmark :

TV2 DENMARK - On the air since August 2002. On Sat & Sun at 9:30 am.

Finland :

MTV3 - On the air since October 26th, 2002. On Sunday at 9:30 pm.

Iceland :

ICELAND BROADCASTING - On the air since May 13th, 2003. On Mon at 6:30 pm.

Scandinavia :

JETIX - Launched on Oct 2002. Mon to Fri at 7:25 am & 4:35 pm / Sat and Sun at 9:05 am & 4:35 pm.





International Television Broadcast Listing

Brazil :	GLOBO TV - On the air since October 28th, 2002. Daily at 11:00 am.
Mexico :	TELEVISA - From March 2005.
Chile :	TVN - On the air since May 2004, on Saturday and Sunday at 9:00 am.
Venezuela :	VENEVISION - On the air since Sep '02 - 3 times a week between 4:00 to 6:00 pm.
Panama :	TV PANAMA - On the air since August 18th, 2003. Daily at 11:30 am.
Latin America :	JETIX - On the air since July 2002. On Sat at 3:00 pm, on Tue & Thurs at 10:00 am & 1:00 pm.
Australia :	TEN NETWORK - On the air since February 7th, 2005 fro Monday to Wednesday at 7:30 am. NICKELODEON - On the air since January 2002 on Saturday & Sunday at 4:00 pm.
New Zealand :	TV3 - On the air since October 21 st, 2002 daily at 4:00 pm.
Canada :	TELETOON - On the air since Sept 2nd 2002 daily at 4:30 pm & rerun at 7:30 am.
Morocco :	2M MOROCCO - On the air since December 2003.
South Africa :	SABC - On the air since January 2003.
Middle East :	ORYX PRODUCTION - On the air since September 1sr, 2004.
Croatia :	HRT : On the air since October 2002.
Romania :	ROMANIAN TV - On the air since October 2002.
Bosnia and Serbia :	SERBIAN TV - On the air since May 2002.





International Television Broadcast Listing

- South Korea :** KBS - On the air since January 3rd, 2005 on Friday at 6:00 pm.
TOONIVERSE - On the air since Apr 2005, on Monday to Thursday at 4:30 pm.
- Japan :** TV TOKYO - On the air from July 02 to Dec 02. On Sat at 9:30 am & on Sun at 7:00 am.
DISNEY - On the air from Dec 07.
- China :** FOSHAN - On the air from first semester 2005.
- Indonesia :** ANTEVE - On the air since second semester 2003.
- Philippines :** ABS CBN - On the air since June 2004. On Saturday at 10:00 am.
- Hong Kong :** TVB - Pearl - Since January 1st Monday To Friday at 5:30 pm.
Jade - Since October 12th on Saturday at 10:50 am.
- Singapore :** TV 12 - On the air since November 3rd, 2003 at 12:00 pm.
- Thailand :** UBC - On the air since May 4th 2002. On Sat & Sun at 7:00 pm.
BBTV7 - On the air since January 2003.
- Malaysia :** TV3 - On the air since December 2003 at 10:30 am.
- Brunei :** RTB - On the air since January 2003.
- Asia :** PANSAT : DISNEY - On the air since July 5th, 2003. On Sat & Sun at 3:30 pm (Singapore time).



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End of Presentation Thank You!