



CODE  LYOKO™

 MoonScoop

# THE SERIES

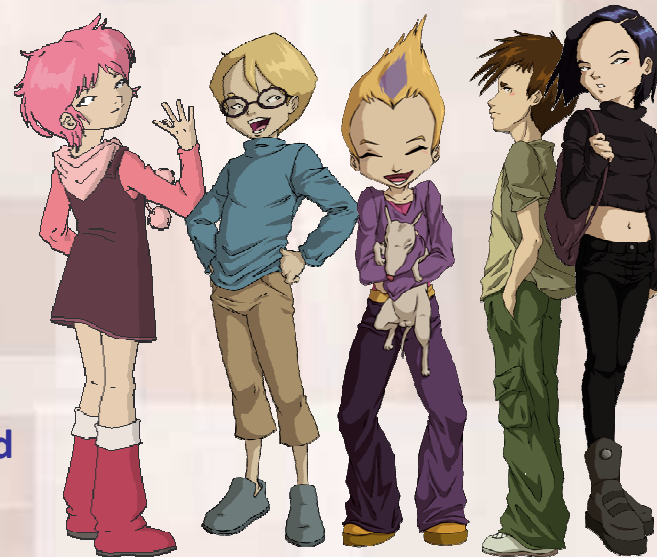


- **Format : 95x26' (4 seasons) + 1x52'**
- **Genre: action/adventure/sitcom**
- **Target: 6+**
- **2D & 3D CGI animation**
- **Sold to more than 150 countries**
- **Top ratings in many territories**  
#2 on France 4; #3 on Clan TV (Spain);  
#4 on RAI Gulp (Italy)...
- **Long term TV exposure :**  
Series launched in 2004



# SYNOPSIS

- Utilizing the latest advances in 2D and 3D computer graphics imagery (CGI), “Code Lyoko” follows the adventures of four teenage students who discover the existence of a mysterious parallel universe, a virtual world called Lyoko.
- The students, Yumi, Ulrich, Odd and Jeremy discover that both Earth and Lyoko are being threatened with destruction by a super virus, X.A.N.A., which has infected the Super Computer that controls everything.
- Now the students, who are joined by Aelita, a virtual being from Lyoko, must lead double lives: ordinary boarding school students on Earth and action heroes inside the digital world of Lyoko, where they learn each has special powers.



# Code Lyoko Heroes : Ulrich

- Ulrich Stern is the serious, silent type. Keeping emotions and his past under wraps at all times. Inside Lyoko, Ulrich's speed on foot and swiftness with the sword serve him well in difficult battles.
- He's quick and agile as a fox, and even more impressively, he has the advantage of being able to duplicate his virtual body many times over to confuse enemies.





# Code Lyoko Heroes : Odd

- Odd Della Robbia is the eccentric one of the group. He believes the world is one big stage and life is just one performance after another.
- In Lyoko, Odd is an arrow shooting, enemy pouncing wild cat. In his feline form, his curiosity can sometimes get the better of him, as he charges into risky situations without thinking things through. But even though his impulses can get the team in trouble, his agility and astounding ability to predict near future situations often get him off the hook just in time.



# Code Lyoko Heroes : Jeremy



- Jeremy Belpois is what you might call “an endearing nerd.” He’s a techie whiz, living in a world of processes and equations. As a top-of-the-class genius, he is quite articulate when it comes to computer-related subjects, but often stumbles over his words when it comes to girls.
- As the only one who can work the super computer, he never goes to Lyoko. But he stays in contact with the virtual world through Aelita. He seeks to pull her from X.A.N.A’s grasp and to discover the secret of her past.





# Code Lyoko Heroes : Yumi

- Yumi Ishiyama is beautiful, but she's no pushover. In fact, her stubbornness may be a bit too strong and her human relations skills are a little rusty, to say the least. But there's another side to Yumi that only her close friends get to see. Her generosity, sensitivity and loyalty are unparalleled.

In her virtual form, Yumi is a profound gymnast and advanced marksman with her deadly metal fan. The other members of the group often have to rely on her acrobatic maneuvers and her amazing gift of telekinesis (ability to move object with her mind) to get them through dangerous situations.



# Code Lyoko Heroes : Aelita

- As the team's only guide through Lyoko, Aelita has a massive array of power and a wealth of knowledge about the virtual world of Lyoko.
- She also has an uncanny ability to navigate Lyoko's atmosphere as if were part of her. Her inexperience with the real world makes her seem naïve at times, but she has a calm and quiet nature that comes in handy whenever quarrels break out between group members.
- She adores Jeremy, whom she sees as a savior, and also has a serious soft spot for Odd and his daredevil ways.





# Code Lyoko Villains : William

- At the end of the season 3, William joins the team to help battle X.A.N.A. in Lyoko.
- During season 4, he falls under X.A.N.A.'s control and the team is determined to set him free.
- He is extremely powerful; his special power is the Super Smoke.
- He fights with an enormous sword and travels with his special vehicle, the Rorkal



# Code Lyoko Villains : XANA & Monsters



CODE  LYOKO™





# INTERNATIONAL TV EXPOSURE

**Over 100 countries worldwide,  
including:**

- CARTOON NETWORK & KABILLION in the U.S.
- SRC in Canada
- JETIX in Latin America
- TVN in Chile
- TV6 in Trinidad and Tobago
- Ecuavisa in Ecuador
- Sun TV in India
- JETIX in Japan
- ANIMAX and SK Broadband in Korea
- CTN in Cambodia
- TV12 in Singapore
- Starlite in Pakistan
- UBC True Vision in Thailand
- Network 10 and Cartoon Network in Australia
- NOGA in Israel
- MBC3 in the Middle East
- CFI in Africa
- FRANCE 4 and CANAL J in France
- GMTV & Kix in the UK
- S4C in Wales
- RAI2 and RAI Gulp in Italy
- FORTA Channels in Spain + Clan TVE + Cartoon Network
- Canal Panda in Portugal
- TSR in Switzerland
- RTBF and VRT in Belgium
- CANAL+/ZigZap in Poland
- LNK TV in Lithuania
- SVT in Sweden
- NRK in Norway
- MTV3 in Finland
- ARES MEDIA in Turkey





# US RATINGS FOCUS



## Broadcast data

Period of Analysis : 25/09/06 – 08/12/06

Frequency : Daily (Mon – Fri)

Time Slot : 4:30 p.m.

Nb. of episodes : 50

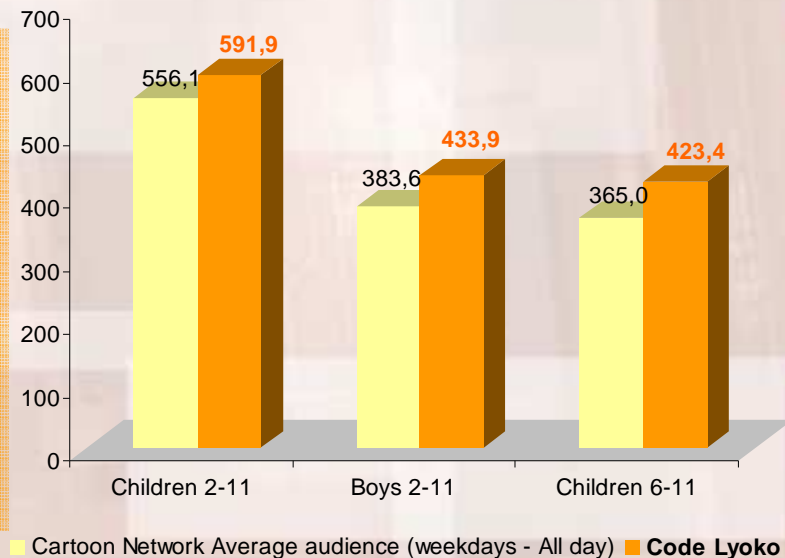
## Key Highlights

- Code Lyoko was first aired on Cartoon Network on April, 19<sup>th</sup> 2004. Since then, about 500 episodes have been broadcast so far. On average, they have delivered a children 2-11 audience of 800.000 viewers. **On a regular basis, the cartoon appealed to more than 1 million children**, achieving its best audience on September, 08<sup>th</sup> 2004 gathering 1.4 million children 2-11.

- Despite 2 years of uninterrupted airing, Code Lyoko keeps on recording good results. Over the period analyzed, the cartoon reached an average audience of 591.900 children 2-11 and an average share of 8.2% **It outperformed the channel's average weekdays audience, especially on children 6-11 (+16%).**

- Code Lyoko's gains viewers compared to its lead-in, especially among children 6-11 with more (+11%)

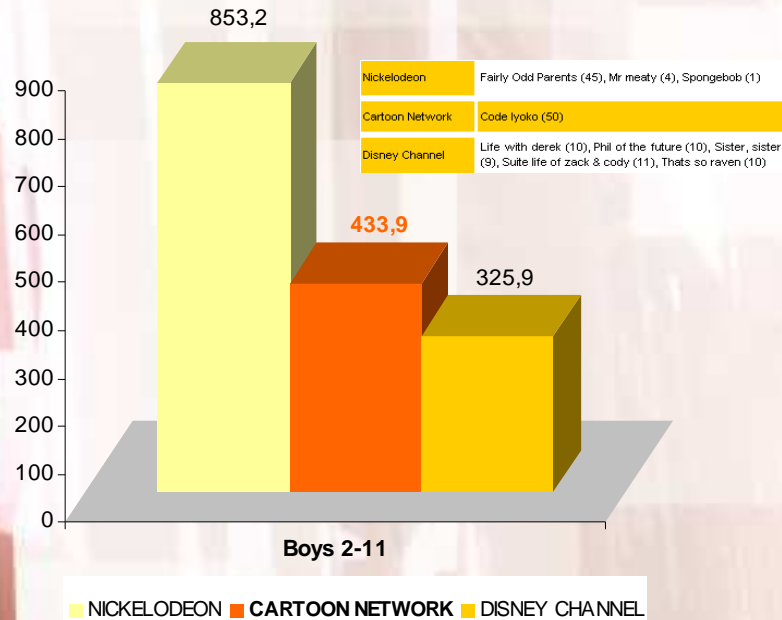
Code Lyoko Average Performances vs.  
Cartoon Network Average performances







## Code Lyoko – Competition



## Focus – Code Lyoko vs. American Dragon

### Key Highlights

- In October 2006, among its core target group (6-11), Code Lyoko was among the third best performing Cartoon Network's programs aired on daytime.
- Broadcast in a fierce competitive environment, Code Lyoko managed to position second of the slot among boys 2-11. Code Lyoko was credited with a much more better audience than Disney Channel's youth live action dramas such as *That's So Raven* or *Suite Life of Zack & Cody*.
- Finally, over the period studied, Code Lyoko achieved better results than American Dragon. This action-packed adventures cartoon broadcast on Disney is targeting the same demo group (children 6-11) than Code Lyoko.

## Cartoon Network – Top 10 best performing shows\*

Rank	Channel	Wd	Date	Time	Program	Dur	Children 6-11			Children 2-11		
							rat%	rat#	shr%	rat%	rat#	shr%
1	TOON	Fr	06/10/2006	17:00:00	POKEMON	30	3,3	794,6	16,9	2,4	941,9	12,1
2	TOON	Fr	06/10/2006	17:30:00	YU-GI-OH GX	30	2,8	682,1	13,7	2,2	878,7	10,8
3	TOON	Fr	06/10/2006	16:30:00	CODE LYOKO	30	2,7	654,5	14,4	2,0	801,2	10,8
4	TOON	Mo	09/10/2006	17:30:00	BEN 10	30	2,3	549,1	11,1	1,9	771,2	9,2
5	TOON	Mo	09/10/2006	12:00:00	ED, EDD N EDDY	30	2,3	547,9	23,6	2,0	794,0	14,5
6	TOON	Mo	09/10/2006	10:00:00	CAMP LAZLO	30	2,2	538,3	20,4	1,8	721,3	12,3
7	TOON	Mo	09/10/2006	9:00:00	FOSTERS HOME IMAGINARY FRIENDS	30	2,2	534,5	18,8	1,7	662,1	11,0
8	TOON	Tu	10/10/2006	16:00:00	TEEN TITANS	30	2,1	517,6	15,9	1,6	642,2	10,9
9	TOON	Mo	30/10/2006	17:00:00	NIGHTMARE BEFORE CHRISTMAS	90	2,1	514,3	10,4	1,9	778,4	9,0
10	TOON	Fr	06/10/2006	15:30:00	XIAOLIN SHOWDOWN	30	2,0	489,2	14,3	1,6	631,8	10,6

\* Top Methodology : October 2006 (06:00 a.m./06:00 p.m), ranked by Rat000s among 6-11. Maximum duration 30'.

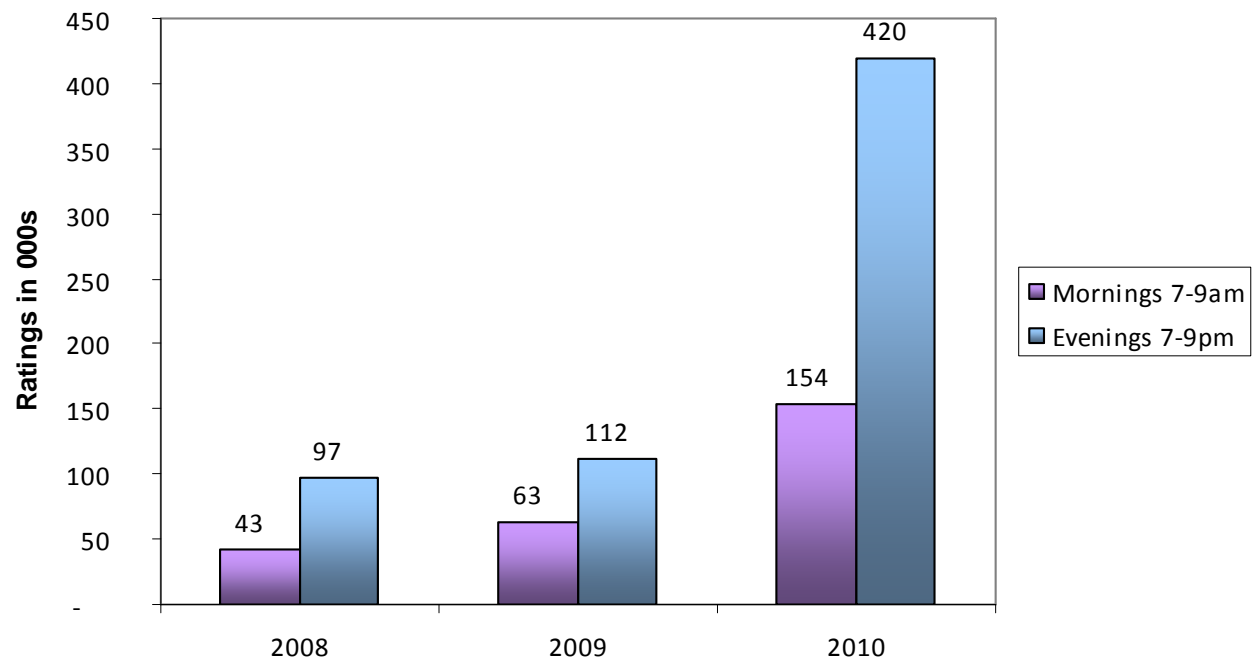




# SPAIN RATINGS FOCUS



RATINGS 4+ CODE LYOKO SPAIN - CLAN TV



## TOP 25 Children - best episode

SPAIN 

### Youth Channels – February 2010

Rk	Channel	Wd	Date	Time	Dur	Program	Children 4-12			Children 4-6		
							Rat%	Rat#	Shr%	Rat%	Rat#	Shr%
1	CLAN TVE	Wed	17/02/2010	20:35	22	SPONGEBOB SQUAREPANTS	9.3	373.8	31.7	14.7	227.5	43.1
2	DISNEY CHANNEL	Wed	24/02/2010	21:31	53	PATITO FE0	8.6	344.8	27.3	4.2	65.5	16.4
3	CLAN TVE	Sun	28/02/2010	12:15	21	BABY LOONEY TUNES	7.4	299.7	39.8	11.7	181.2	53.6
4	DISNEY CHANNEL	Thu	04/02/2010	21:01	30	HANNAH MONTANA	7.2	290.2	22.9	3.4	53.1	11.7
5	CLAN TVE	Sat	27/02/2010	10:18	24	DORA THE EXPLORER	7.1	286.7	28.2	12.3	191.8	40.3
6	DISNEY CHANNEL	Wed	03/02/2010	19:36	21	PHINEAS AND FERB	7.0	280.8	31.7	7.0	110.0	24.1
7	DISNEY CHANNEL	Wed	03/02/2010	19:59	30	THE SUITE LIFE OF ZACK AND CODY	6.5	261.9	25.4	5.2	80.8	15.7
8	CLAN TVE	Sat	27/02/2010	21:00	23	CODIGO LYOKO	6.4	258.2	26.8	8.8	137.0	33.6
9	CLAN TVE	Wed	03/02/2010	20:09	21	ZORRO GENERACION Z	6.3	252.9	23.7	11.1	173.9	33.5
10	CLAN TVE	Sun	14/02/2010	10:23	12	EDEBITS	6.1	246.1	23.5	10.3	155.7	36.5
11	CLAN TVE	Sat	27/02/2010	10:43	24	ARTHUR	6.1	243.9	25.3	10.4	162.4	35.5
12	CLAN TVE	Sat	27/02/2010	12:39	21	IGGY ARBUCKLE	6.0	240.7	34.8	8.8	137.4	43.2
13	DISNEY CHANNEL	Wed	03/02/2010	20:29	30	THE WIZARDS OF WAVERLY PLACE	5.9	237.4	20.6	3.3	52.1	10.4
14	CLAN TVE	Sat	27/02/2010	16:14	24	LOLA & VIRGINIA	5.6	224.2	21.0	6.9	107.7	24.5
15	CLAN TVE	Sat	27/02/2010	14:47	12	EL CRISTAL DE GAWAYN	5.4	217.6	20.6	9.1	141.9	35.0
16	CLAN TVE	Fri	12/02/2010	17:52	21	PET ALIEN	4.8	195.1	26.6	8.7	134.1	41.5
17	CLAN TVE	Mon	15/02/2010	16:43	24	TOM	4.8	191.4	23.0	8.8	134.6	42.1
18	DISNEY CHANNEL	Wed	03/02/2010	19:09	23	FAIRLY ODD PARENTS	4.7	190.6	25.9	4.6	71.6	21.2
19	DISNEY CHANNEL	Mon	01/02/2010	20:27	3	MINUTOS MUSICALES	4.7	189.6	17.9	1.9	29.7	6.5
20	DISNEY CHANNEL	Sat	13/02/2010	08:57	22	ART ATTACK	4.7	188.9	28.4	4.8	73.8	24.1
21	CLAN TVE	Sat	27/02/2010	08:54	11	HARRY AND HIS BUCKETFUL OF DINOSAURS	4.6	187.1	29.8	6.9	107.3	35.7
22	DISNEY CHANNEL	Sat	13/02/2010	11:01	30	JONAS	4.6	183.8	17.0	3.6	55.1	12.1
23	CLAN TVE	Mon	15/02/2010	15:55	23	CAILLOU	4.5	179.4	21.8	7.2	110.8	39.3
24	DISNEY CHANNEL	Mon	22/02/2010	18:52	10	JOHNNY TEST	4.3	172.8	20.3	4.5	69.1	16.4
25	DISNEY CHANNEL	Fri	12/02/2010	19:59	30	THE SUITE LIFE ON DECK	4.2	167.2	16.3	3.5	53.2	11.1

### Methodology

- Period: February 2010
- Country: Spain
- Channel: Boomerang, Cartoon Network, Clan TVE, Disney Channel, Jetix, KidsCo, Nickelodeon, Playhouse Disney
- Time Slot: All day
- Only the best performing episode is included
- Programs less than 3 minutes and over 60 minutes are excluded
- Ranked on the ratings (1st criteria) and market share (2nd criteria) on Children 4-12
- Only Children Programs are included in the Top



## TOP 15 Youth Programs- Best episode

France 4 (France)



Rk	Channel	Wd	Date	Time	Dur	Program	Children 4-14			Children 4-10		
							Rat%	Rat#	Shr%	Rat%	Rat#	Shr%
1	France 4	Sat	27/02/2010	10:50	7	TITEUF	1.7	139.9	11.1	1.4	73.5	9.1
2	France 4	Sat	27/02/2010	11:34	23	CODE LYOKO	1.6	133.9	11.1	1.4	71.7	9.0
4	France 4	Sat	13/02/2010	11:29	20	IRON MAN	1.5	120.4	8.8	1.3	68.6	7.1
3	France 4	Mon	08/03/2010	20:26	5	SAMANTHA	1.5	120.4	4.9	1.9	101.9	6.5
5	France 4	Sat	30/01/2010	11:57	21	LA GUERRE DES STEVENS	1.2	96.6	6.4	0.8	41.6	4.0
6	France 4	Sat	23/01/2010	12:30	21	DEREK	1.1	89.5	5.2	1.1	56.7	4.9
7	France 4	Sat	30/01/2010	10:26	6	MANDARINE AND COW	0.8	65.0	4.1	0.2	8.2	0.7
8	France 4	Tue	02/03/2010	18:10	23	CHANTE	0.8	64.9	5.0	1.1	56.8	6.7
9	France 4	Thu	07/01/2010	20:22	4	MR BEBE	0.8	64.3	2.4	1.2	64.2	4.0
10	France 4	Thu	25/02/2010	17:23	19	BATMAN	0.6	52.6	4.5	0.5	25.7	3.6
11	France 4	Wed	13/01/2010	15:54	22	SKYLAND LE NOUVEAU MONDE	0.5	39.6	3.6	0.6	33.1	4.5
12	France 4	Wed	17/02/2010	17:21	8	PUCCA	0.4	30.8	3.0	0.5	27.1	4.0
13	France 4	Sun	14/03/2010	16:48	23	SHAOLIN WUZANG	0.4	29.3	2.5	0.4	19.0	2.5
14	France 4	Sat	16/01/2010	07:29	25	DEJA VU	0.3	26.0	6.2	0.5	26.1	7.6
15	France 4	Thu	11/03/2010	18:06	26	FOUDRE	0.3	21.6	1.4	0.1	7.8	0.8

### Methodology

- Period: January 4th - March 14th 2010
- Country : France
- Channel : France 4
- Time Slot : All day

- Only the best performing episode is included
- Programs over 60 minutes are excluded
- Ranked on the ratings (1st criteria) and market share (2nd criteria) on Children 4-14
- Only Youth Programs are included in the Top

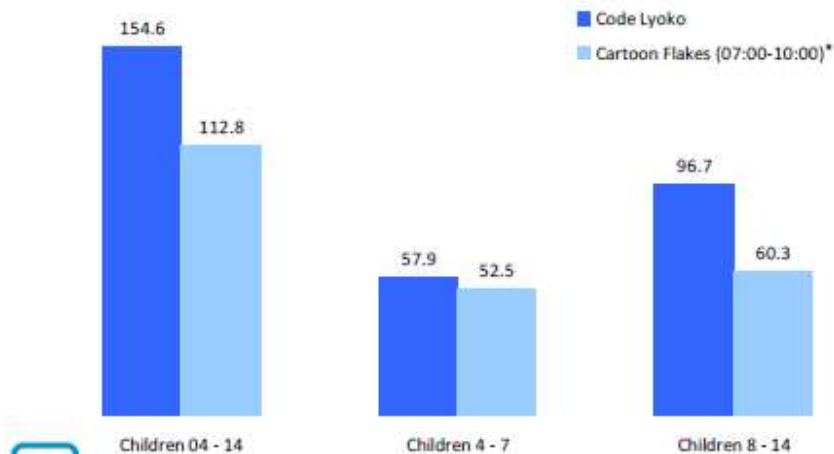
# Code Lyoko

Italy (Rai2)

## Code Lyoko vs Lead-in / Lead-out

	Nb of eps	Time	Dur	Program	Children 04-14			Children 04-07			Children 08-14		
					rat%	rat#	shr%	rat%	rat#	shr%	rat%	rat#	shr%
LEAD IN	25	9:09	25	SPECTACULAR SPIDERMAN (16), KRYPTON THE SUPERDOG (9)	2.5	150.9	25.1	2.6	58.7	23.9	2.4	92.1	25.9
PROGRAM	25	9:26	25	CODE LYOKO	2.5	154.6	24.3	2.6	57.9	24.2	2.5	96.7	24.4
LEAD OUT	25	9:48	25	BUNNYTOWN (13), SYLVESTER AND TWEETY MYSTERIES (9)...	2.1	126.8	20.3	2.6	58.1	26.4	1.8	68.6	17.0

## Comparison between Lyoko and its youth programming block (07:00 – 10:00) (Thousands of viewers 000)



\* Rai2's Youth Programs Block

### Lead In & Lead Out

• *Code Lyoko* outperforms both its usual lead-outs, however when *Spectacular Spiderman* is screened beforehand this obtains slightly higher ratings.

### Programming Block

• *Code Lyoko* achieves better ratings than average for its programming block, *Cartoon Flakes*.



Source : Médiamétrie - Eurodata TV Worldwide / Auditel / AGB NMR

# BRAND STRATEGY

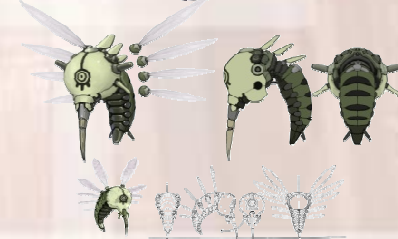
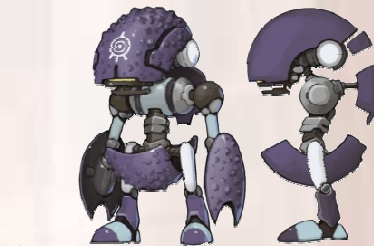
## MMORPG (Massive Multiplayer Online Role-Playing-Game)

- In collaboration with top online company CJ Internet, and a \$2 million budget.



- Features to include :

- Full 3D
- Real Role Play Universe
- Full combat system





# BRAND STRATEGY

## Video Game Releases

- Nintendo DS release (2nd Opus):  
« Fall of XANA » by The Game Factory  
(Worldwide)



- PS2, PSP & Wii Release : « Quest for Infinity » by The Game Factory and Mindscape  
(Worldwide)



# BRAND STRATEGY

## Publishing

- Code Lyoko quadrilogy – Worldwide publishing partnership with Atlantyca

*The Code Lyoko Chronicles* explore the back story of Lyoko



- Novelisation: 11 volumes published since 2005 with Hachette (re-issues in discussion).  
Over 200 000 copies sold, 3 new volumes in preparation.



# BRAND STRATEGY

## DVD Releases

- Funimation – USA



- Universal – French speaking countries



- And also:

Warner (Spain), Kidz Entertainment (Scandinavia), Blackjack Studio (Singapore), Delta Home Video (Italy), Fairmead (Africa), Imavision (French speaking Canada), One 2 Play (Ex-Yugoslavia), Magna Pacific (Australia), Media Service Zawada (Poland), Modern Times (Greece), Top Tape (Brazil)...





# LICENSING : CURRENT PARTNERS



- Atlantyca – **Publishing** – Worldwide
- Albin Michel – **Publishing + Activity books+ Guide** - France
- CJ Internet – **MMORPG** - Worldwide
- Futuroscope – **Theme Park** - France
- Game Factory –**Games Nintendo DS – Wii / PSP** - WW
- Hachette Livres – **Publishing** – France and Poland – MSZ Poland (magazine)
- Mindscape – **Video games PS2/PSP** - Worldwide
- Cife – **Lucky bags** – Spain
- Ensobrados – **Sticker Album** – Spain & Portugal
- Unice Smoby – **PVC Balls** – Spain & Portugal
- Dracco – **Soft and hard candies** – Spain
- CLAUDIO REG – **games** – Spain
- GLOBOLANDIA – **Printed balloon – decoration**- Spain
- **SMOBY – Mastertoy** - Spain

And other categories currently in discussion.....



# MOONSCOOP Contacts



- **For Worldwide Television & Video Sales**

[distribution@moonscoop.com](mailto:distribution@moonscoop.com)

Lionel Marty – [lionel.marty@moonscoop.com](mailto:lionel.marty@moonscoop.com)

Marie Conge – [marie.conge@moonscoop.com](mailto:marie.conge@moonscoop.com)

Grace Lee – [grace.lee@moonscoop.com](mailto:grace.lee@moonscoop.com)

- **For Worldwide Consumer Products**

Email: [cpg@moonscoop.com](mailto:cpg@moonscoop.com)

## **MOONSCOOP SAS – Paris**

14 rue Alexandre Parodi

75010 Paris - France

T : +33 1 53 35 90 90

F : +33 1 40 35 19 35

## **MOONSCOOP LLC – L.A.**

21300 Oxnard Street, Suite 100

Woodland Hills, CA 91367 - USA

T. +1 818 999 0062

F. +1 818 719 8697

