1. Code Lyoko was sold on 2007 by Enjoy in coordination with Moonscoop to Clan (TVE DTT) and to the FORTA (Regional Channels).
2. On 2009, TVE renews the series, becomming one of the pilars in their kids programming.
3. On 2010, Enjoy starts the exploitation of the series on the lincesing side, bringing Simba as Master Toy of the project.
4. By February 2011, 34 licensees have trusted in Code Lyoko in Spain & Portugal, there are 4 major food promotional marketing operations now in place in the Spanish market, first launch of products are a great sales success and TVE has renewed the series again till 2012. On air + on stage + on line + on magazine special operations have been arranged for the series during the whole 2011 so that the level of sales increases to its maximum.
Licensees

34 LICENSEES IN SPAIN & PORTUGAL

Simba®

TOY & BACK TO SCHOOL MASTER LICENSEE
LICENSEEES

34 LICENCEES IN SPAIN & PORTUGAL

- Other toy categories:
  - Collectables:
  - Gift Products:
  - Stationary:
  - Houseware:
  - Meet & Greet:
  - Scalextric (Slot):
34 LICENSEES IN SPAIN & PORTUGAL

- Publishing: ALFAGUARA, MEDIA LIVE
- Home Video: WARNER
- Videogames: KOCH MEDIA
- Fashion Textile: POCHOLO socks, Pasion
- Home Textile: EUROMODA
- Perfums: AIR VAL
34 LICENSEES IN SPAIN & PORTUGAL

- Shoes: GIEPOL
- Travel Bags: (Copywrite Group) C-G
- Party Products: (Globolandia)
- Candy: DRACCO
- Promotions: Aispil, Phoskitos, La Piara, Cuétara
- Live Show (Festival Clan & Panda): LEMON
Products launched in Spain: Spin Tops

More than ONE MILLION units sold in 6 months!!!
Products launched in Spain: Action Figurines

Number one action figures selling property in January and February 2011, 10% market share!
Products launched in Spain: Stickers

More than one million folders sold in 3 months!
Products launched in Spain: Novels

55,000 units sold in six months!
Products launched in Spain: Activity Books

More than 30,000 units sold during 3 months only!
Products launched in Spain: Lucky Bags

More than 24,000 units sold in just 3 months!
Products launched in Spain: Bikes

REF. 1654
Bicicleta Codigo Lyoko 16”
Products launched in Spain:
Home Video
Products launched in Spain: Kid Computers
Products launched in Spain: Electronic Products
Products launched in Spain: Candy
Products launched in Spain: Fashion Textile

REF: I1 1F9201

COMBO 1
- BLACK
- WHITE

COMBO 2
- RED 19-1664 TPX
- WHITE
Products launched in Spain: Fashion Accessories
Products launched in Spain: Umbrellas
Products launched in Spain: Gift Products
Products launched in Spain: Home Textile
Products launched in Spain: Shoes
Products launched in Spain: Party Products
Products launched in Spain: Stationary
Products launched in Spain: Travel Bags
Products launched in Spain: Vending
Products launched in Spain:
Video Games
Products launched in Spain: Promotions - Aspil

2,5 million bags, November 2010 – April 2011
Products launched in Spain: Promotions – La Piara

1,3 million promotional items, TV Campaign of 1,200 GRPs, January – April 2011
Products launched in Spain: 
Promotions – La Piara

1,3 million promotional items, TV Campaign of 1.200 
GRPs, January – April 2011
Products launched in Spain: Promotions - Phoskitos

3 million promotional items, TV Campaign of 1.200 GRPs, January – April 2011.
Products launched in Spain: Promotions - TostaRica

5 millions of packs, TV campaign 900 GRPs, Jan. – April 2011.
Products launched in Spain: Promotions – El Mundo
Products launched in Spain: Promotions – Clan Magazine
Code Lyoko in the TVE & Canal Panda Festivals
Presence in key Kids Magazines

3 Covers out of 7 numbers of Clan Magazine, nº 1 kids magazine in Spain.
Thanks!!!