

CODE LYOKO



- 95x26' (4 seasons) + 1x52' special
2D/3D CGI Animation
- 26x26' Live Action / 2D/3D CGI
Animation in Production
- Genre: action/adventure/sitcom
- Target: 6+



THE SERIES



A POWERFUL 360° BRAND

- **97x26'** available in more than **10 Languages**: English, French, Castilian, Portuguese, Italian, Dutch, Polish, Neutral Spanish, Brazilian, Mandarin, Arabic, Korean
- **10 years of International TV success in 150 countries**: #3 on France 4, #2 in Spain on Clan TV, #4 in Italy on Rai Gulp, #2 in Hungary on Megamax...
- **A growing online community: 150 000 Facebook fans worldwide** on the official FB page and more than 400 000 active members
- **40 active Licensees**: Toys (Simba), Home Video (Warner Bros & Universal), Publishing (Hachette...), Video Games (Wii, DS, PSP), Back to School, Home Textile, Food Promotion, Candies,...

WITH AMBITIOUS DEVELOPMENTS

- **New season in production** combining Animation and Live-action (26 X 22'), Delivery Fall 2012, Available also as Format!
- **Browser Social Online Game**: Launch April 2012
- **MMORPG launching worldwide Fall 2012**
- **A New concept of a TV Game Show: Code Lyoko Challenge**

CODE LYOKO

THE ANIMATED SERIES



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
- Okto in Singapore
- Starlite in Pakistan
- True Visions 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
- Clan TVE + Canal Panda in Spain
- Canal Panda in Portugal
- TSR in Switzerland
- RTBF and 2 BE in Belgium
- CANAL+/ZigZap in Poland
- LNK TV in Lithuania
- SVT in Sweden
- NRK in Norway
- MTV3 in Finland
- ARES MEDIA in Turkey
- MEGAMAX in Hungary

US RATINGS FOCUS



Top 10 Series Monthly Averages views

Battle Force 5	61,898
Spiderman	55,354
X-Men	46,242
Code Lyoko	42,883
El Chavo	37,135
Godzilla	34,503
Ghostbusters	27,973
Bobby's World	20,210
Underdog	17,553
Hero 108	17,420
Fantastic Four	16,967
Music Video	16,208
Wild Grinders	10,831
Men in Black	9,428

Kabillion is a non-linear kids channel on Comcast and Time Warner Cable

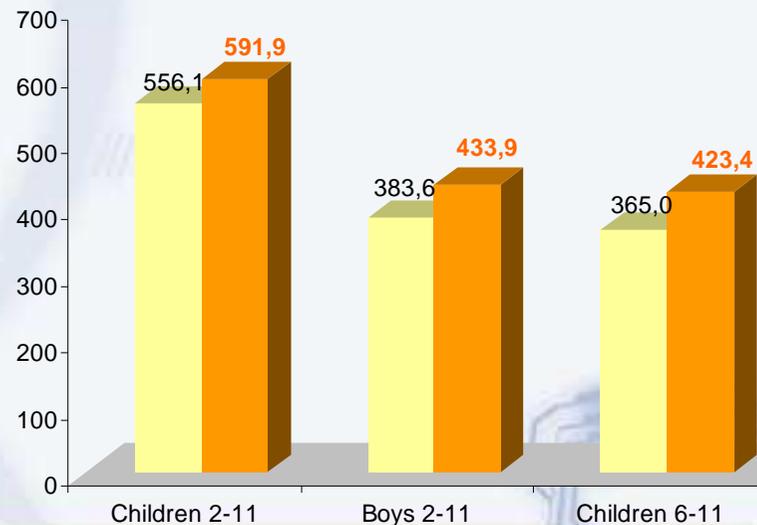
US RATINGS FOCUS



Code Lyoko : #3 best performing show in 2006

	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

Code Lyoko Average Performances vs. CN Average performances 2006



■ Cartoon Network Average audience (weekdays - All day) ■ Code Lyoko

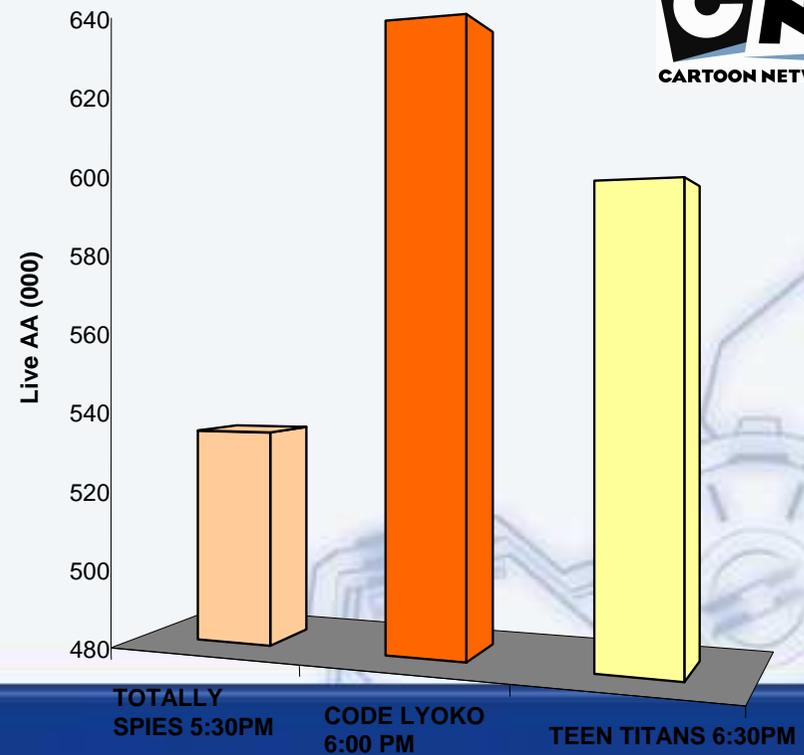
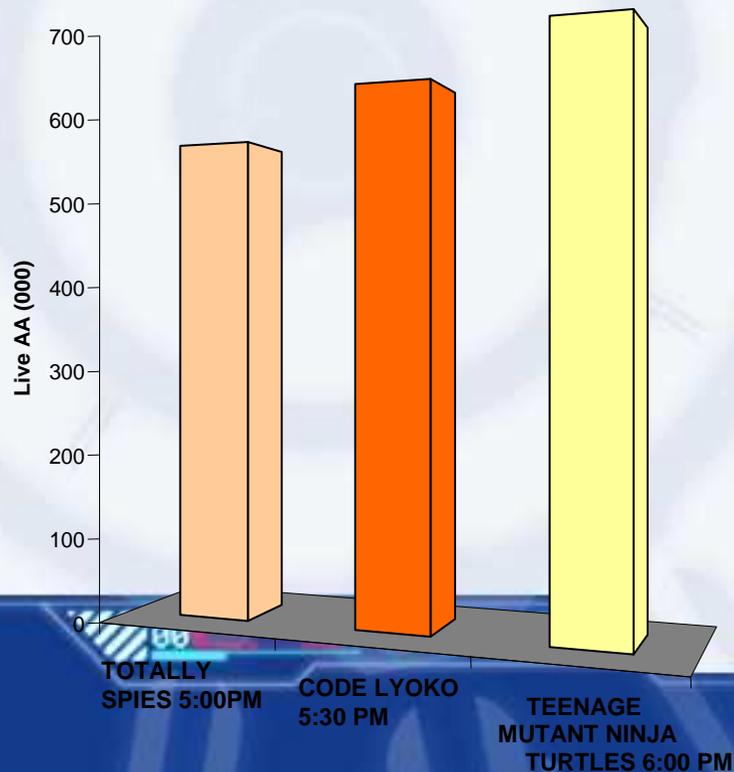
US RATINGS FOCUS



**CODE LYOKO OVER PERFORMING LEAD IN BY 11 % IN 2004
AND BY 20 % IN 2005**

**Ratings Boys 2-11 - Code Lyoko US -
Cartoon Network (5:30 PM-6:30 PM 2005)**

**Ratings Boys 2-11 - Code Lyoko US -
Cartoon Network (5:00 PM-6:30 PM 2004)**



Source: Eurodata TV Worldwide / Nielsen Media Research

FRANCE RATINGS FOCUS



#3 in 2011 with 125000 kids 4-10 and 18% market share

Chaîne	Programmes	Date et heure de diffusion	Taux moyen	Nb enfants 4-10*	Part d'audience
TF1	Les Minijusticiers	23/01 - 08h33	6,7%	358.000	40,8%
	Totally Spies !	23/01 - 09h04	6,7%	354.000	32,1%
	Babar, les aventures de Badou	11/01 - 07h59	6,4%	338.000	32,6%
F3	Titeuf	15/01 - 09h43	7,9%	423.000	34,4%
	Quoi d neuf Scooby-Doo ?	15/01 - 09h12	6,9%	368.000	29,4%
	Garfield et Cie	08/01 - 10h21	6,9%	366.000	30,7%
F4	Captain Biceps	23/01 - 11h46	2,7%	144.000	15,1%
	La Cour de récré	22/01 - 11h29	2,4%	129.000	13,0%
	Code Lyoko	05/01 - 16h10	2,3%	125.000	17,1%
F5	Chloé Magique	29/01 - 08h33	3,8%	204.000	21,8%
	Elasto-Culbuto	29/01 - 08h26	3,6%	193.000	23,0%
	Lulu Vroumette	29/01 - 08h44	3,1%	166.000	16,9%
M6	Manny et ses outils	04/01 - 07h55	3,6%	191.000	15,9%
	La maison de Mickey	08/01 - 07h20	2,8%	147.000	18,7%
	Les Schtroumpfs	12/01 - 07h46	2,0%	104.000	25,5%
Gulli	Beyblade Metal Fusion	18/01 - 17h51	7,4%	396.000	35,4%
	Linus et Boom	21/01 - 17h37	7,4%	394.000	44,0%
	Corneil et Bernie	08/01 - 18h50	6,9%	366.000	36,0%

Code Lyoko

Italy (Rai2)

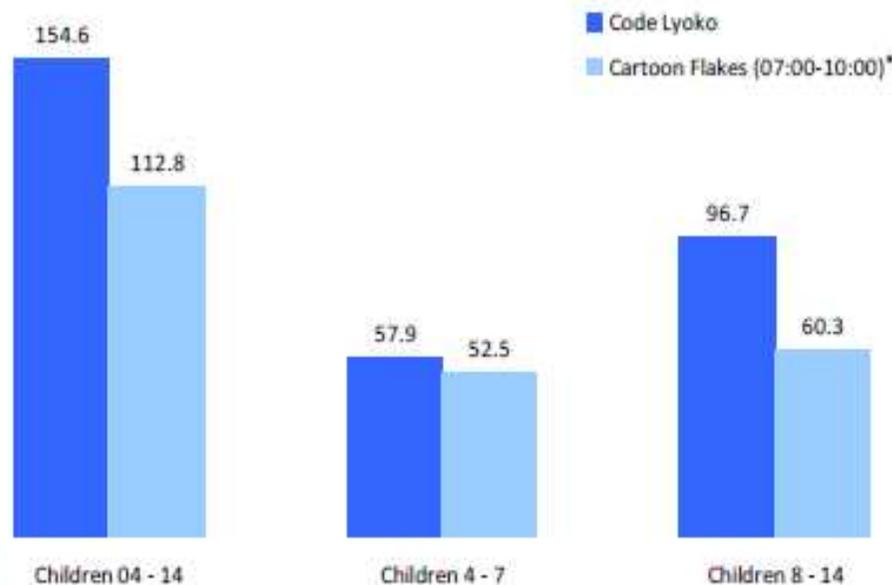


Code Lyoko vs Lead-in / Lead-out

	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), KRYTPO 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)



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*.



* Rai2 's Youth Programs Block

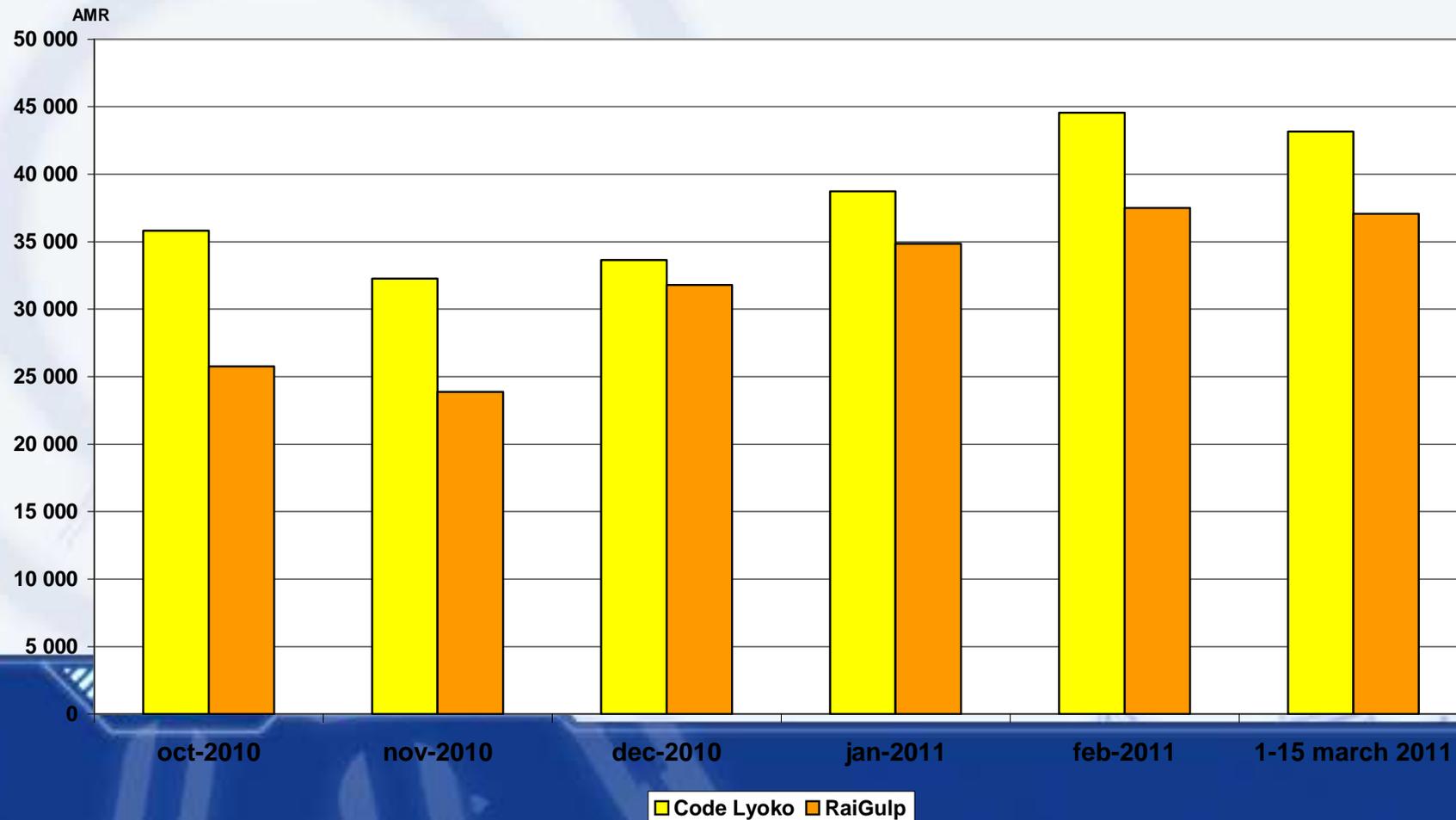


Source : Mediamétrie - Eurodata TV Worldwide / Auditel / AGB NMR

ITALY RATINGS FOCUS



**CODE LYOKO IS OVER PERFORMING THE AVERAGE RAI GULP
SLOT PERFORMANCE BY 20%**



LICENSING SUCCESS

MORE THAN 30 LICENSEES AND MORE THAN 300 PRODUCTS!!!



- 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)
- Simba-Dickie – Mastertoy – Spain
- Creaciones Euromoda – House Linen – Spain
- Claudio Reig – Small Toys & Games – Spain
- Passion Secret – Apparel – Spain
- Cefa Toys – Kids Labtop & Camera – Spain
- Media Live Content – Activity books & Novelty – Spain
- Aspil: salty snack promotion
- Nutrexa: promotions with cookies, pate & sweet snack brands (Phoskitos, TostaRica & La Piara)
- Air-Val: Perfumes
- Glop: Collectables
- Dohe: Stationary
- Gallostra: Socks
- Alive Mascots: Meet & Greet
- ARC – Drinkware, Dinneware & Breakfastware – Spain & Portugal
- Cife – Lucky Bags & Balls and El Metro (stationary) – Spain & Portugal
- Smoby – PVC Balls – Spain & Portugal
- Dracco – Soft & Hard Candies – Spain
- Alfaguara – Publishing
- Copywrite – Suitcases & Travel Bags – Spain & Portugal
- Artesania Cerda – Headwear Accessories – Spain
- Unice – PVC Balls & Hoopers – Spain & Portugal
- Warner Home Entertainment – Home Video – Spain
- Boystoys/ Gieepool – Shoes – Spain & Portugal
- Globolandia – Printed Dalloon & Decoration – Spain
- Emax – Bracelets & Tattoos, Collectable Stickers, Cards & Albums – Spain
- CYP – Alarm Clocks, Mugs, Photoframes, Coin Banks, Phone Charms – Spain & Portugal
- Regal Arts: miscellanea gift products.
- Ingo Devices: game accessories and electronic products (Gaming Consol, MP3, digital video camera y Multimedia player)
- Lemon: Live Show

LICENSING SUCCESS

CODE LYOKO

1 MILLION SPINTOPS SOLD SINCE SEPTEMBER!!!
ACTION FIGURINES #1 SALES IN SPAIN SINCE
LAUNCH MARKET SHARE IS NOW OVER 10%



MORE THAN 1 MILLION FLOWPACKS SOLD IN 3 MONTHS!!!

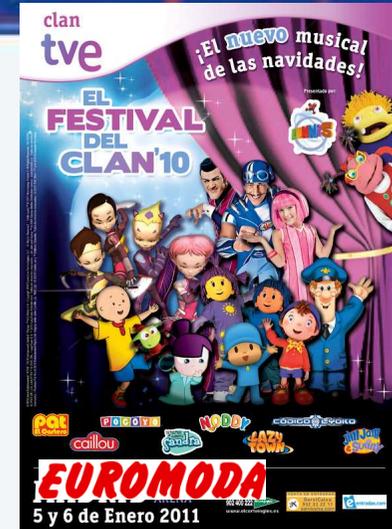


LICENSING SUCCESS

CODE LYOKO



Clan Magazine Leader kids magazine in Spain : 70 000 subscribers per month!
 In DIBUS! Second kids magazine in Spain : 25.000 subscribers per month



Code Lyoko all over Spain in the Clan TV Show



CODE LYOKO LIVE SHOW



Produced by Lemon, Code Lyoko Live Show is part of
« Festival Del Clan TV » and « Canal Panda Festival »



PUBLISHING



- **Code Lyoko quadrilogy – Worldwide publishing partnership with Atlantyca**

The Code Lyoko Chronicles explore the back story of Lyoko

- Italy (Piemme)
 - France (Albin Michel)
 - Spain (Alfaguara) : **Top 10 of book sales**
 - Catalunya (Grupo 62)
 - Basque (Ediciones Mensajero)
 - Netherland (Baekens Books)
 - Russia (Rosman)
 - Poland (Olesiejuk)
 - Brazil (Funsamento)
 - China (Zhejiang Education Publishing House)
 - China (Sun ya)
- **Novelisation: 11 volumes published since 2005**
with Hachette : Over 250 000 copies sold



Home Video & New Media



- Funimation – USA
- iTunes – USA / France
- Amazon – Worldwide



- Universal – French speaking countries



- Warner – Spain : 100 000 units sold



- And also:

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)...



CODE LYOKO

NEW DEVELOPMENTS

1. NEW LIVE ACTION/ANIMATED SERIES



26x26' Live Action / Animation



1. CODE LYOKO Evolution : In a few lines....

Ulrich, Jeremy, Aelita, Yumi and Odd are back to their daily routine at **Kadic Academy**. But **X.A.N.A.**, the Artificial Intelligence which they succeeded in destroying in their previous adventures, reappears. Who reactivated this monstrosity, and why? Our heroes will turn on the **Supercomputer** once more so that they can return to **Lyoko**, find out the reasons for such a return, and fight it out with this digital evil which is menacing the planet once again.



26x26' Live Action / Animation



2. CODE LYOKO Evolution : Overview

CODE LYOKO EVOLUTION is an **action adventure series for kids**, which tells the story of five junior high school students' battle against a super-powerful multi-agent computer program called X.A.N.A.

The new face of **Code Lyoko**, the highly successful animation series (97 episodes x 22 minutes), **CODE LYOKO EVOLUTION** innovates and has a new look. It mixes **3D ANIMATION** (for the scenes in the virtual world) and **LIVE ACTION** images (for the parts in real life, at school and its surrounding areas).

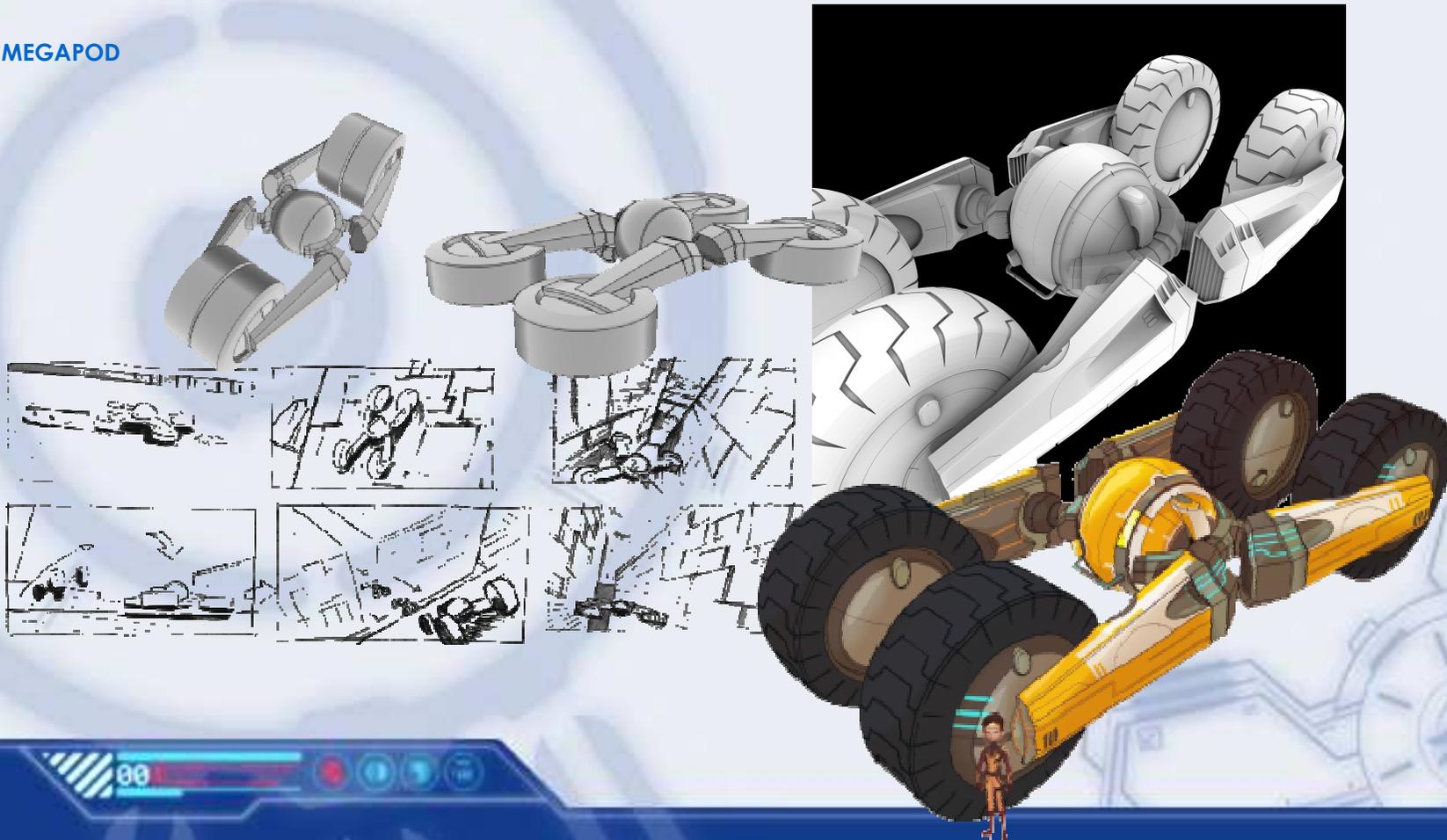
CODE LYOKO EVOLUTION is full of **comedy**, following our junior high school heroes' daily lives: passionate, excessive, forever changing. Many subjects, from the most trivial, to the most serious, to the most fun, are covered, and always from a teenage perspective.

26x26' Live Action / Animation



A New Vehicle – The MegaPod

MEGAPOD



26x26' Live Action / Animation



New Villains – The Ninjas

THE NINJAS (ASTR: Real Time Subjective Agents)

These are virtual fighters controlled by humans from Deckard Inc. As Alan Meyer doesn't possess the technique of virtualisation this is the only way he can counter the heroes in the virtual world and help the X.A.N.A. monsters. They wear black bodysuits and have masked faces. They don't have many life points; they use bladed weapons and can become invisible for short periods of time.

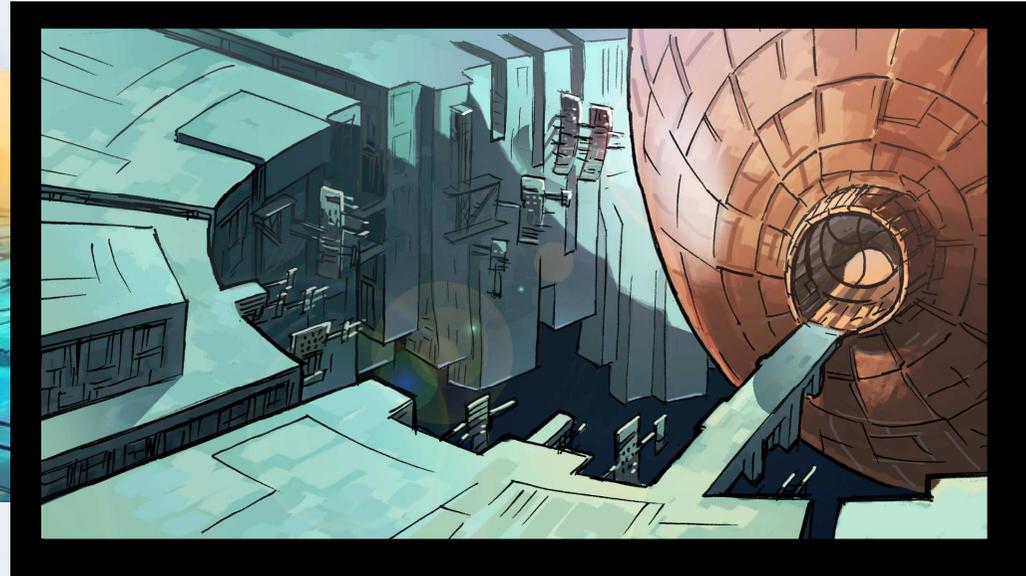


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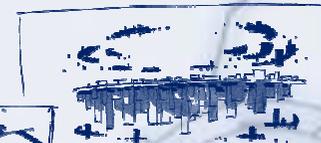
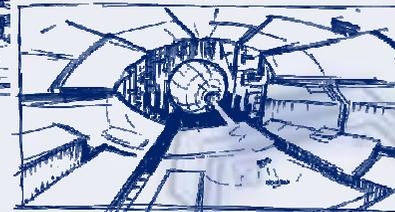
26x26' Live Action / Animation



A New Territory - Cortex



The Cortex, Alan Meyer's replica is a territory connected to a SuperCalculator. It has constantly active communication towers working for X.A.N.A., which allow it to act in the real world in the zone where the SuperCalculator is situated. This Cortex is made up of a tangle of hubs and pipes which surround a small Replika "planet".



26x26' Live Action / Animation



A New Territory - Cortex

NEW SETTINGS

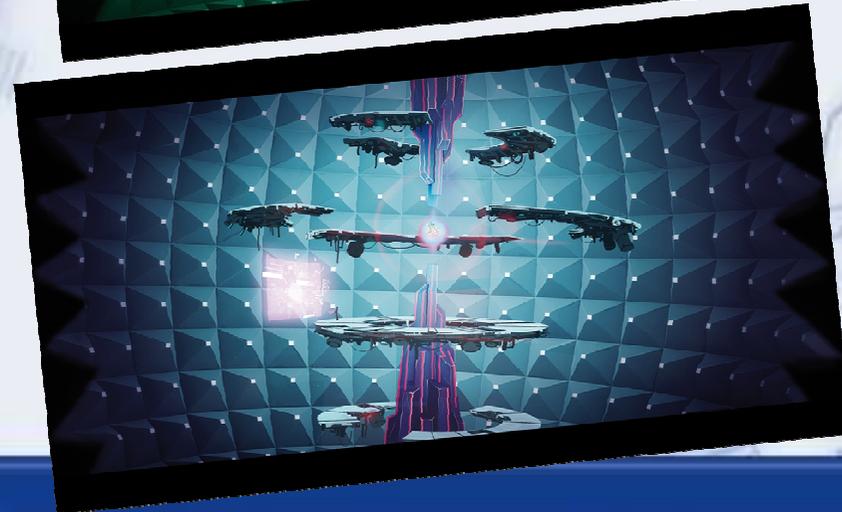
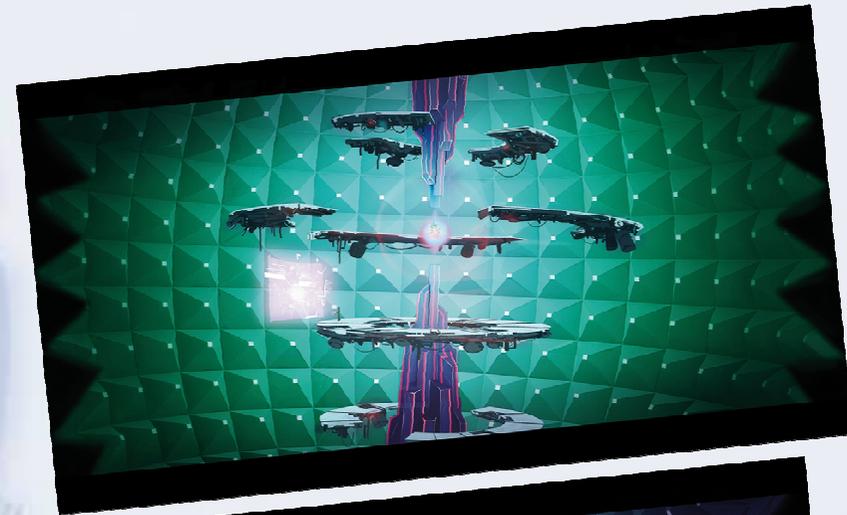
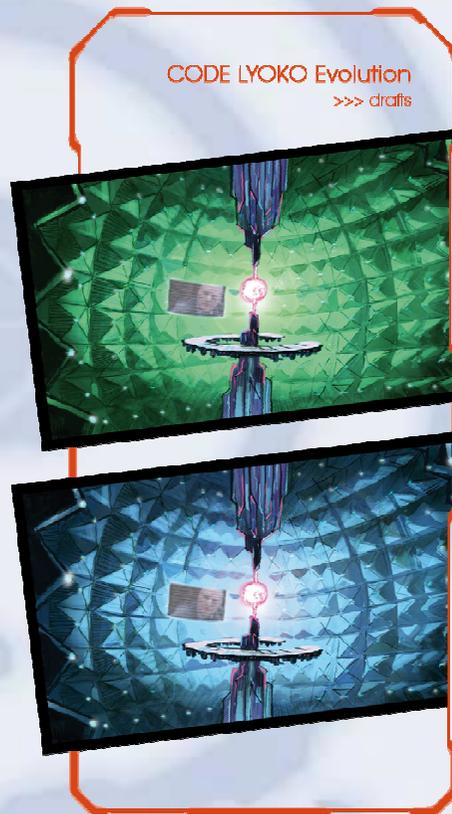
Cortex

Main colors: Red/Rust

The ground of this territory is made of modular elements that plug into each other to form the global landscape.

Each module moves separately, therefore the area is in constant motion with traps that X.A.N.A. may control.

CODE LYOKO Evolution
>>> drafts



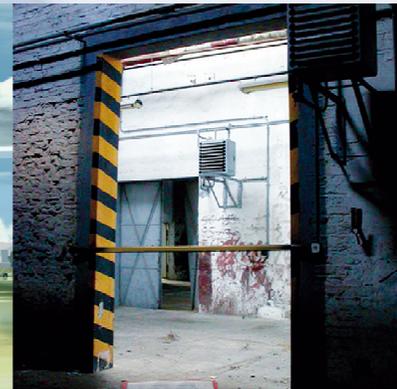
26x26' Live Action / Animation



3. CODE LYOKO Evolution : The Backgrounds

- Live Sets Research & Development

THE FACTORY
(visual atmosphere)



26x26' Live Action / Animation



Live Sets Research & Development

THE FACTORY

2D background
from the series



Live set



Live set after Matte Painting
WORK IN PROGRESS



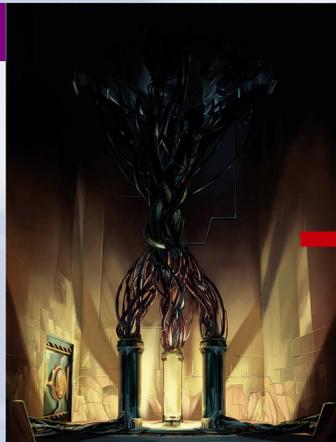
26x26' Live Action / Animation



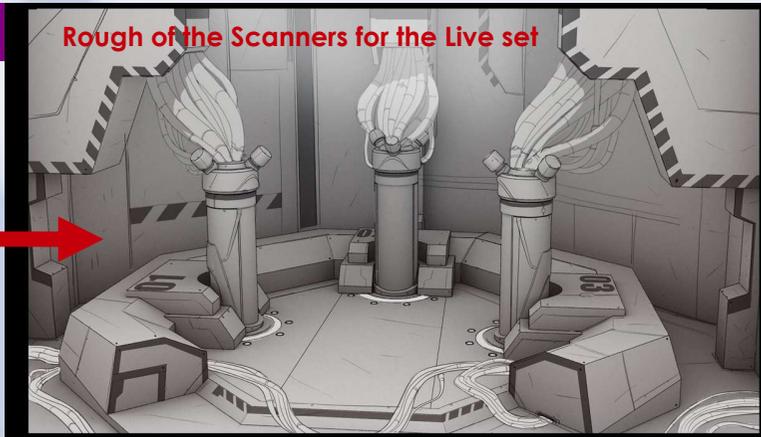
Live Sets Research & Development

SCANNERS

2D background from the series



Rough of the Scanners for the Live set

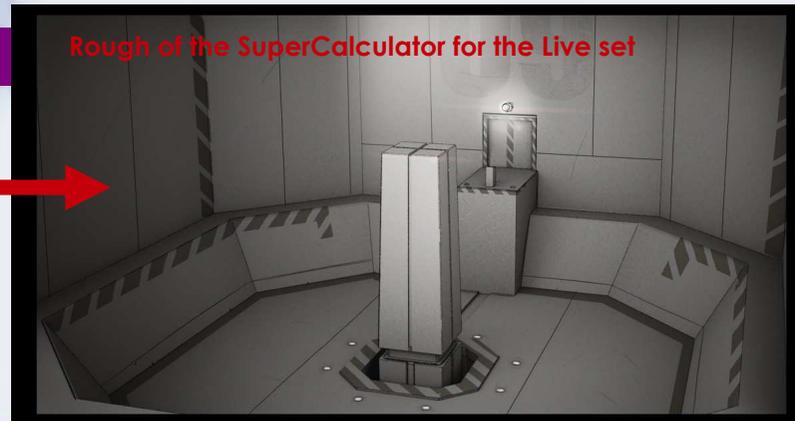


SUPERCALCULATOR

2D background from the series



Rough of the SuperCalculator for the Live set



26x26' Live Action / Animation

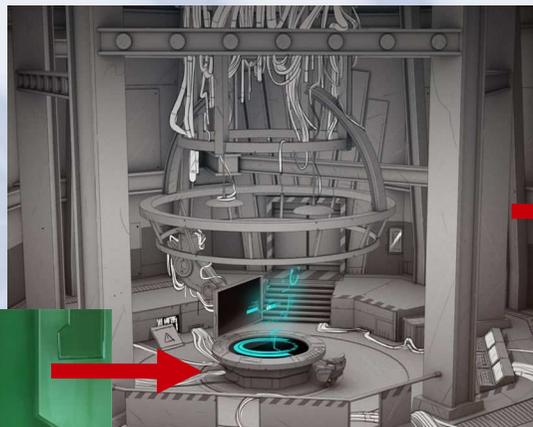
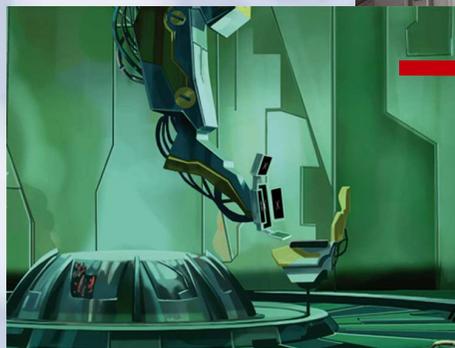


Live Sets Research & Development

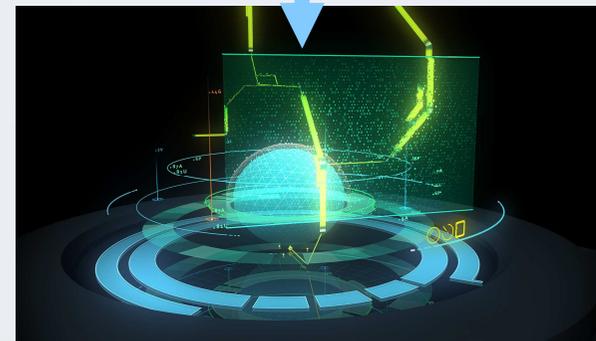
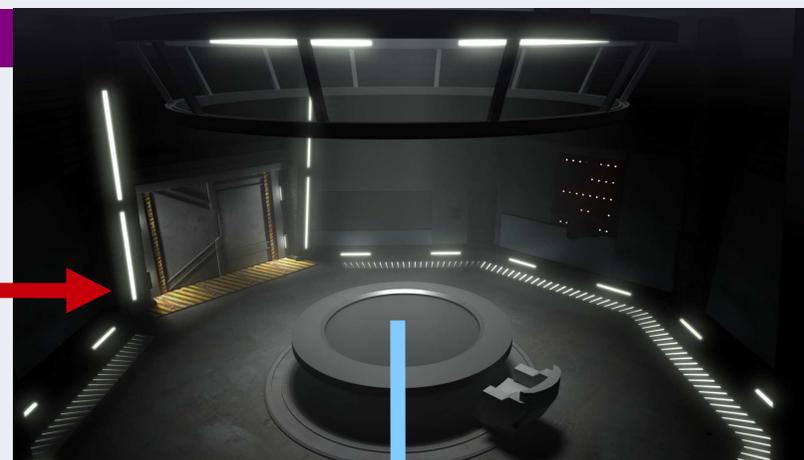
3D after rough
WORK IN PROGRESS

THE LABORATORY OF JEREMY

2D background
from the series



rough



Hologram
WORK IN PROGRESS

26x26' Live Action / Animation



4. CODE LYOKO Evolution : New Outfits

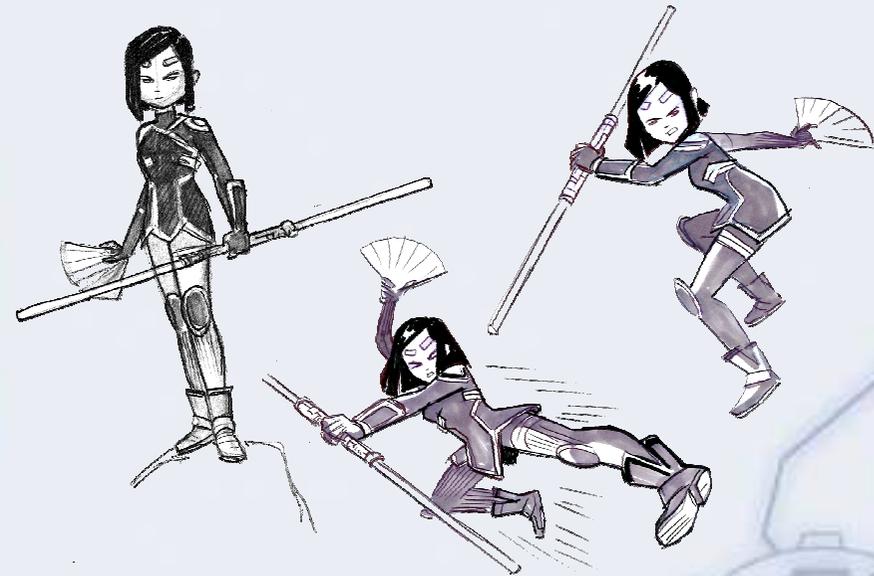


26x26' Live Action / Animation



Additional Weapons

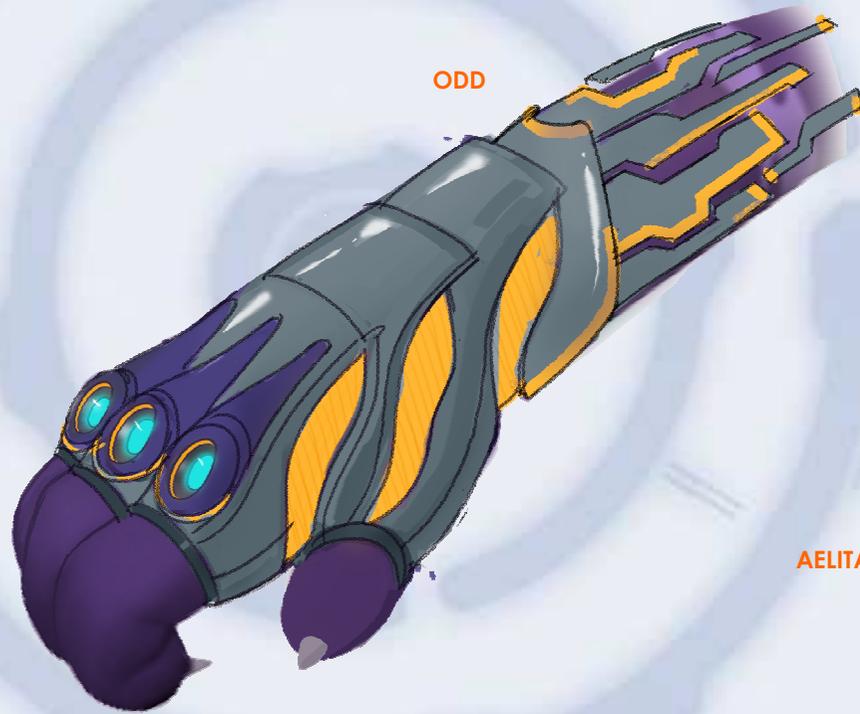
YUMI STICK



26x26' Live Action / Animation



Additional Weapons



ODD



neutral

AELITA



danger

WILLIAM



26x26' Live Action / Animation



5. CODE LYOKO Evolution : Upgraded Backgrounds

- 3D Backgrounds

The Dry Desert Zone

Main color: yellow

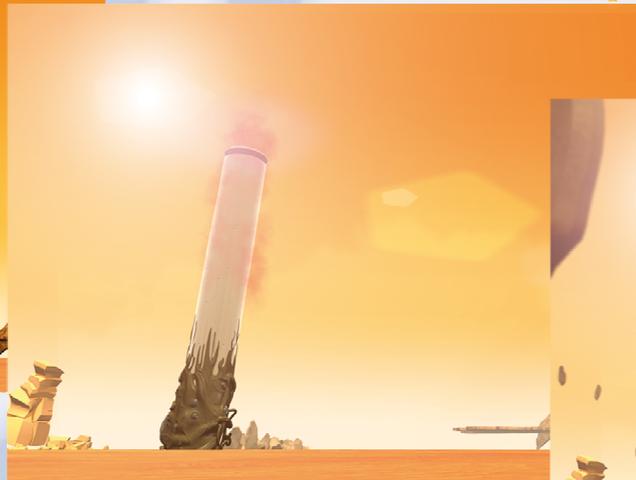
It is hot and dry. This sandy and rocky territory can hide traps or illusions.



CODE LYOKO Season 4



changes



CODE LYOKO Evolution



CODE LYOKO

NEW DEVELOPMENTS

2. 360° BRAND STRATEGY



MMORPG

CODE LYOKO

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



LAUNCHING SUMMER 2012

THE ONLINE SOCIAL GAME CODE LYOKO

Become a virtual avatar on Lyoko and fight with your friends,
the Lyoko-warriors!

- Game available on **FACEBOOK** as a dedicated application
- Opportunity to **share** your experience and results on **your** Facebook wall
- **FREE TO PLAY.**
- Accelerate your game play by purchasing **Facebook Credits**
- Game developed for a **wide audience**, & TV Series fans.
- **Simple & Intuitive use: completely played with the mouse**
- Single play or group play with friends asynchronously



LAUNCHING MAY 2012

GAME SHOW



CONCEPT

Code Lyoko Challenge is a high concept studio based game show that gives a team of young friends (10/11 year old players) the opportunity to play the heroes at the centre of a simulated futurist drama.

Through a series of games, the team battles to destroy the Artificial Intelligence Program Supercomputer known as X.A.N.A. which has infected Lyoko's central processing unit and threatens to destroy it in order to release itself from the supercomputer, and master its own destiny.

With games designed to be as good to watch as they are to play, teams will be confronted with real challenges that require teamwork and speed and will embrace memory, puzzle/problem solving and physical effort.

The key is that they have to be able to work as a team as all challenges rely on the players working together.

Set within a visually exciting and imaginative environment the show will make maximum use of light, colour and projection. Reminiscent of the latest science fiction on-line games, this look will be made possible through the producer's experience of producing high quality animation and graphics for other shows.

With health and safety to the fore, each episode will be produced to a tightly formatted structure that allows for fast turnaround of recordings.

LAUNCHING FALL 2012

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