

CODE LYOKO



• 95x26' (4 seasons) + 1x52' special
2D/3D CGI Animation

• 26x26' Live Action / 3D CGI

In Production – Delivery Q1 2013

• 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**: #1 on France 4, #2 in Spain on Clan TV, #4 in Italy on Rai Gulp, #2 in Hungary on Megamax...
- **A growing online community**: **+190 000 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,...
- **Browser Social Online Game**: Released on July 2012 internationally. More than **400 000 players worldwide!**

WITH AMBITIOUS DEVELOPMENTS

- **New season in production combining CGI Animation and Live-action (26 X 22')** - Delivery Q1 2013. Available also as Format!

CODE LYOKO

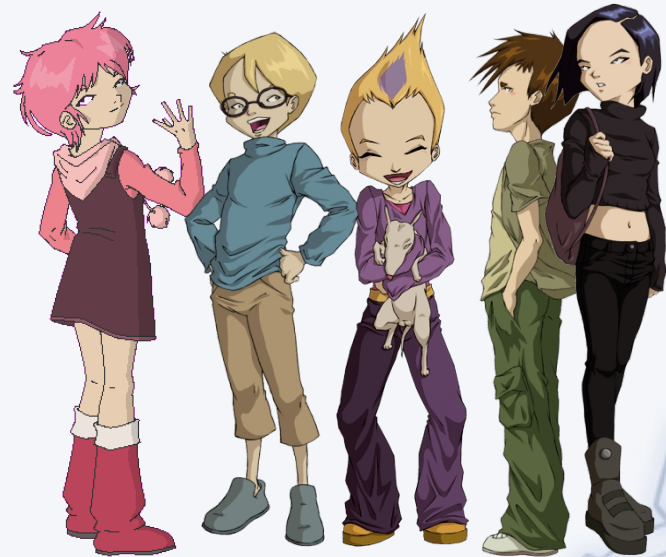
THE ANIMATED SERIES



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.

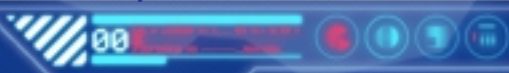
In her virtual form, Yumi is a profound gymnast and advanced marksman with her deadly metal fan. The other members of the group often have to rely on her acrobatic maneuvers and her amazing gift of telekinesis (ability to move object with her mind) to get them through dangerous situations.



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



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

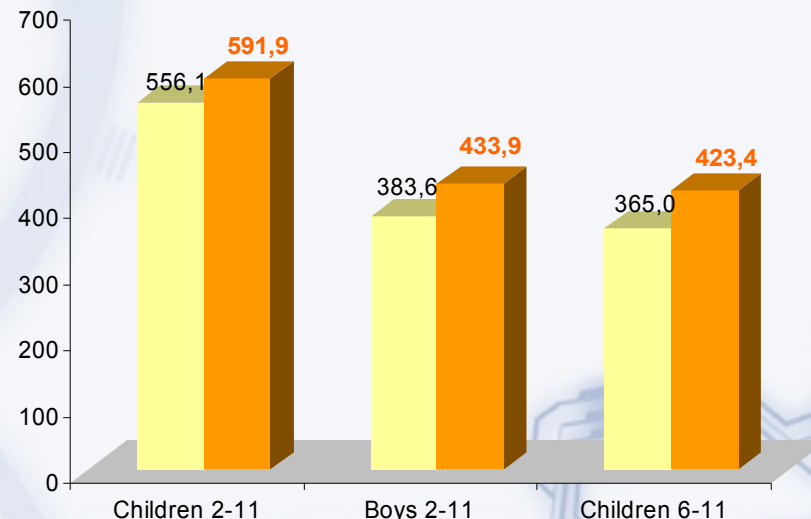


Code Lyoko : #3 best performing show in 2006

	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



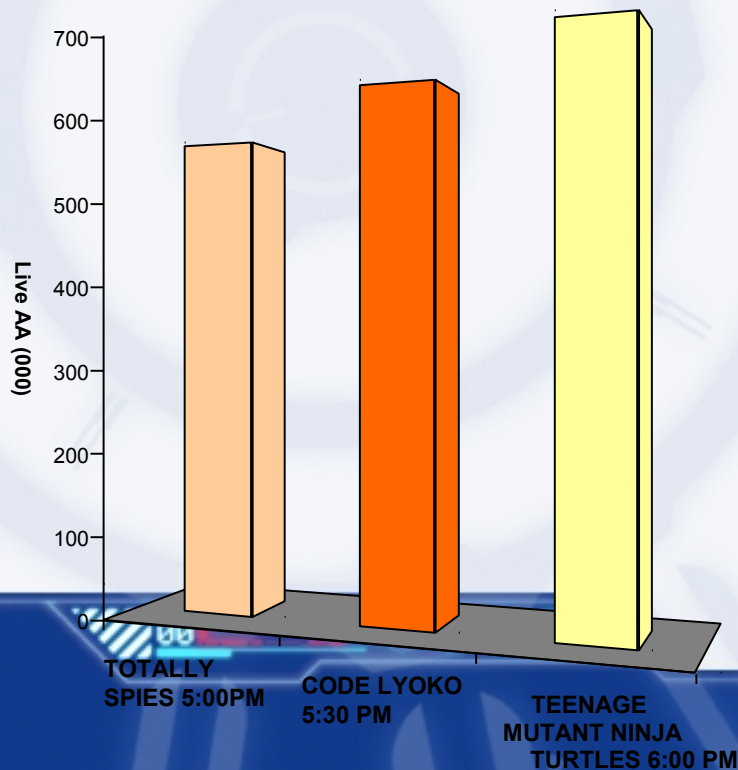
■ Cartoon Network Average audience (weekdays - All day) ■ Code Lyoko

US RATINGS FOCUS

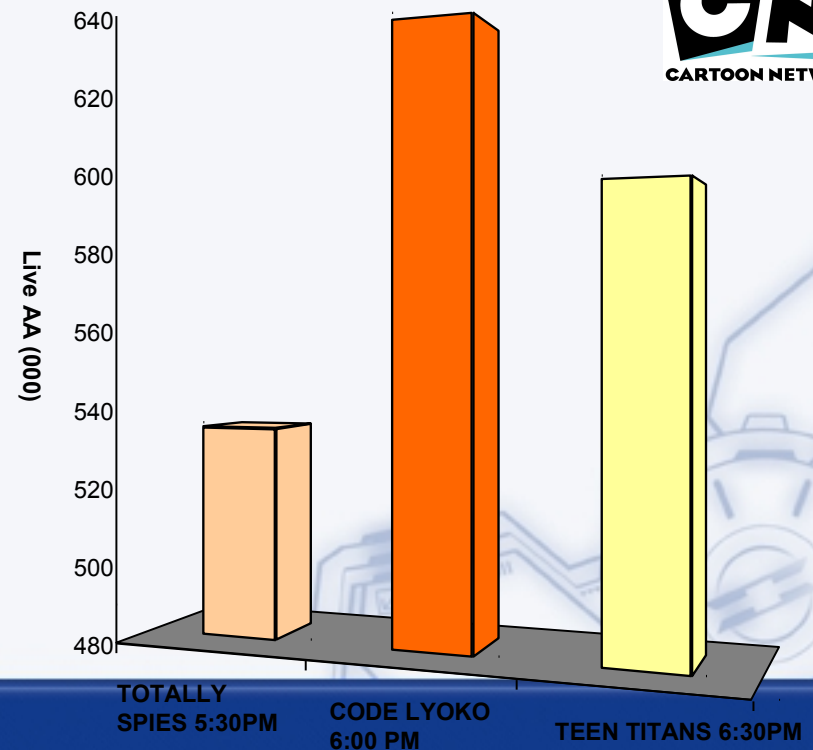


**CODE LYOKO OVER PERFORMING LEAD IN BY 11 % IN 2004
AND BY 20 % IN 2005**

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



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



Source: Eurodata TV Worldwide / Nielsen Media Research

FRANCE RATINGS FOCUS



#1 in 2012 with 96000 kids 4-10 and 9% market share

Chaîne	Programmes	Date et heure de diffusion	Taux moyen	Nb enfants 4-10*	Part d'audience
TF1	Dora l'exploratrice	01/06 - 07h42	7,7%	410.000	35,5%
	Les minijusticiers	23/05 - 09h08	6,3%	335.000	27,7%
	Mike le chevalier	01/06 - 07h34	6,2%	330.000	37,9%
F3	Le petit prince	17/05 - 09h52	7,6%	403.000	33,2%
	Ninjago: Masters of Spinjitzu	17/05 - 08h41	7,3%	390.000	33,9%
	Quoi de neuf Scooby-Doo ?	01/05 - 09h20	7,1%	377.000	35,4%
F4	Code Lyoko	12/05 - 08h42	1,8%	96.000	8,6%
F5	Iron Man	12/05 - 08h42	1,3%	69.000	5,1%
	Men in black	02/06 - 08h55	1,1%	57.000	4,8%
	Cédric	15/05 - 12h30	3,6%	191.000	29,9%
	Heidi	23/05 - 13h03	2,8%	149.000	13,0%
	Le Dino train	05/05 - 08h47	2,6%	141.000	14,1%
M6	Jake et les pirates du pays imaginaire	01/06 - 08h05	3,6%	189.000	20,4%
	Phineas et Ferb	09/05 - 08h57	3,1%	166.000	16,7%
	Barbapapa	21/05 - 08h19	3,0%	161.000	24,5%
Gulli	Transformers prime	12/05 - 09h27	6,1%	326.000	23,9%
	Pokémon noir et blanc	17/05 - 09h05	5,5%	292.000	25,1%
	Robotboy	15/05 - 18h12	5,5%	291.000	29,6%

Code Lyoko

Italy (Rai2)

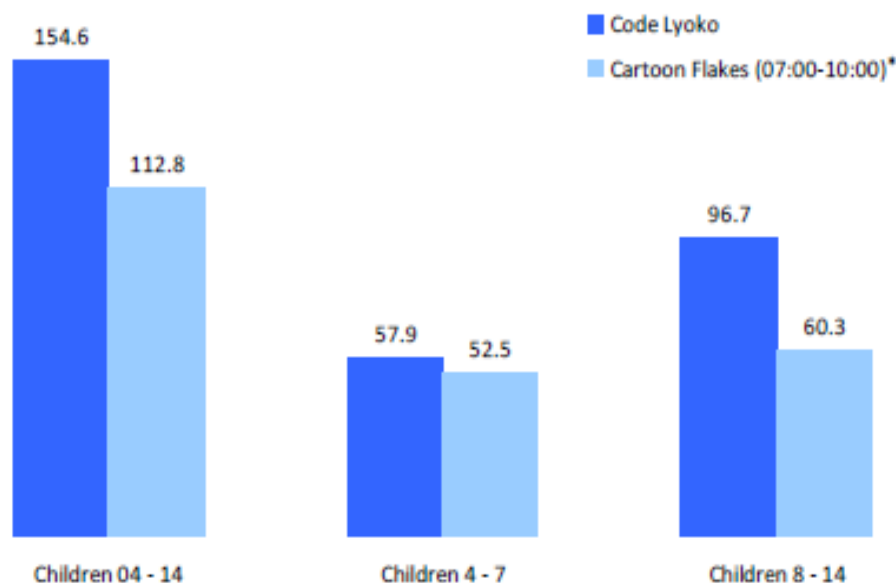


Code Lyoko vs Lead-in / Lead-out

	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)



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

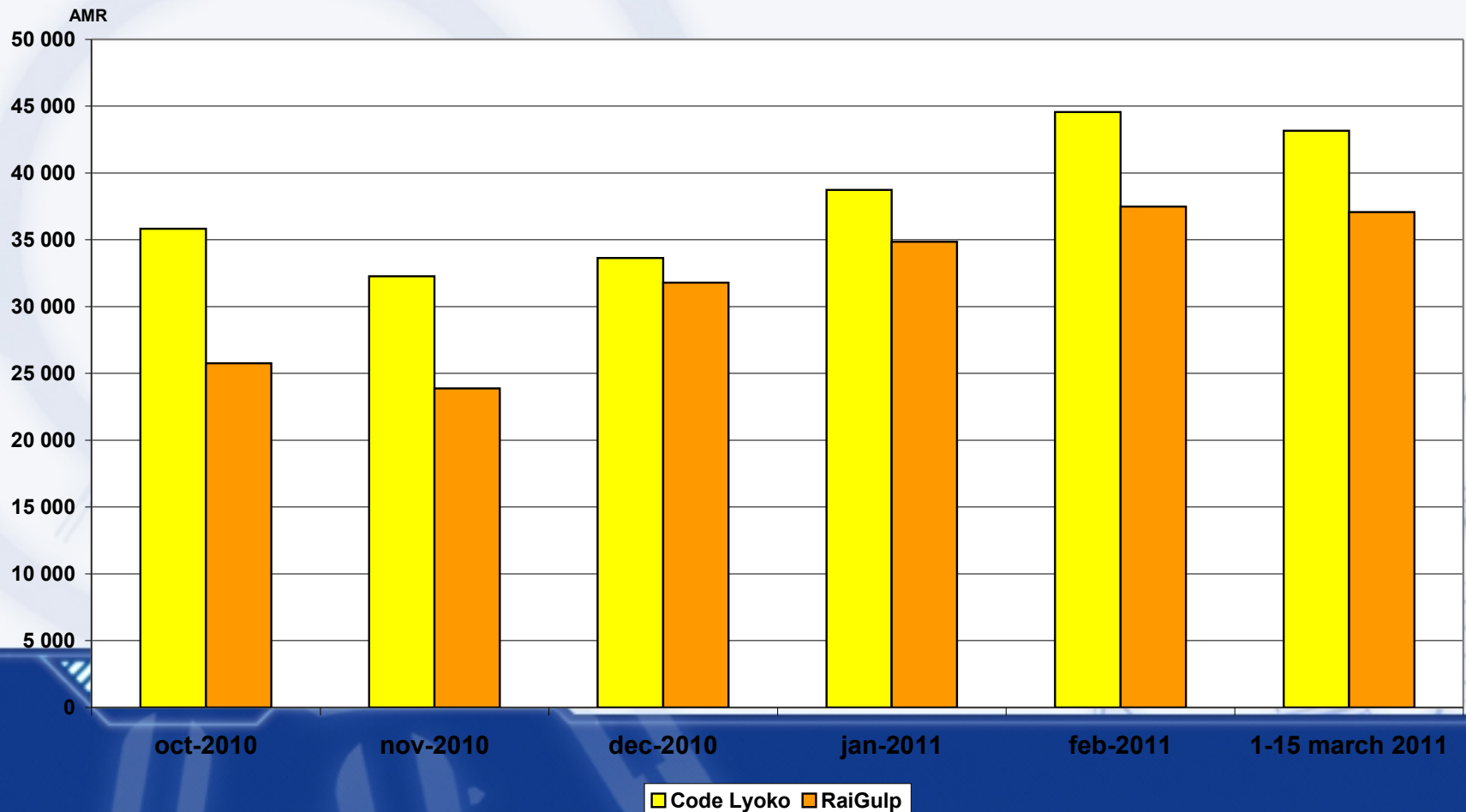


Source : Mediametrie - Eurodata TV Worldwide / Auditel / AGB NMR

ITALY RATINGS FOCUS



**CODE LYOKO IS OVER PERFORMING THE AVERAGE RAI GULP
Italy Ratings Focus
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
- Nutrexp: 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/ Gleepool – 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!!!



C-E-G
COPYWRITE EUROPE GROUP



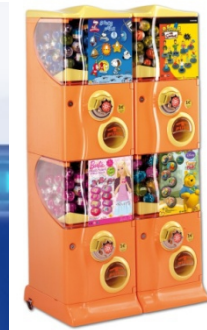
LICENSING SUCCESS



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 Atlantya**

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

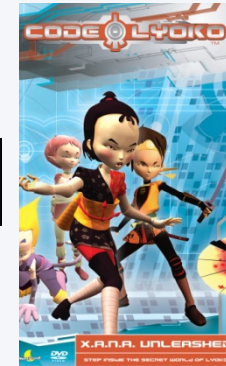


- Warner – Spain : 100 000 units sold



- 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)...



The Online Social Game



CODE LYOKO, the Online Social Game

Become a virtual avatar on Lyoko and fight with your friend, the Lyokowarriors!

HTML game available through a dedicated application and totally created with the Code Lyoko Graphics and universe.

Opportunity to **share** its experience and results with friends and the community

FREE TO PLAY.

It is possible buying **Lyoko Points (Virtual monney)** to accelerate its progress through the game

Game for a **wide audience** & TV Series fans.

Simple & Intuitive use: completely handled with the mouse

Game played alone or with friends in **asynchronous**

RELEASED in France on May 2012 and Internationally in July 2012

Top Score since the launch :

***** players
[Click here to see the Online Social Game](#)

#2 of the most popular adventure Facebook apps noted by the players.



The Online Social Game



Social Game already available on French, English, Italian and Spanish

GOALS

1/ Propose a new and exclusive tool 100% dedicated to Code Lyoko Universe

Prepare the release of the new series proposing a new web platform for the fans.

2/ Use the social game as a new communication tool for Code Lyoko Evolution :

Customization of the avatars with the new costumes (from the new series)

Dedicated web contests to discover some new elements from the new series

3/ Optimize the social game to release the new series on air

Connect the social game to the broadcaster website

Dedicated contests with the broadcaster



CODE LYOKO

NEW DEVELOPMENTS

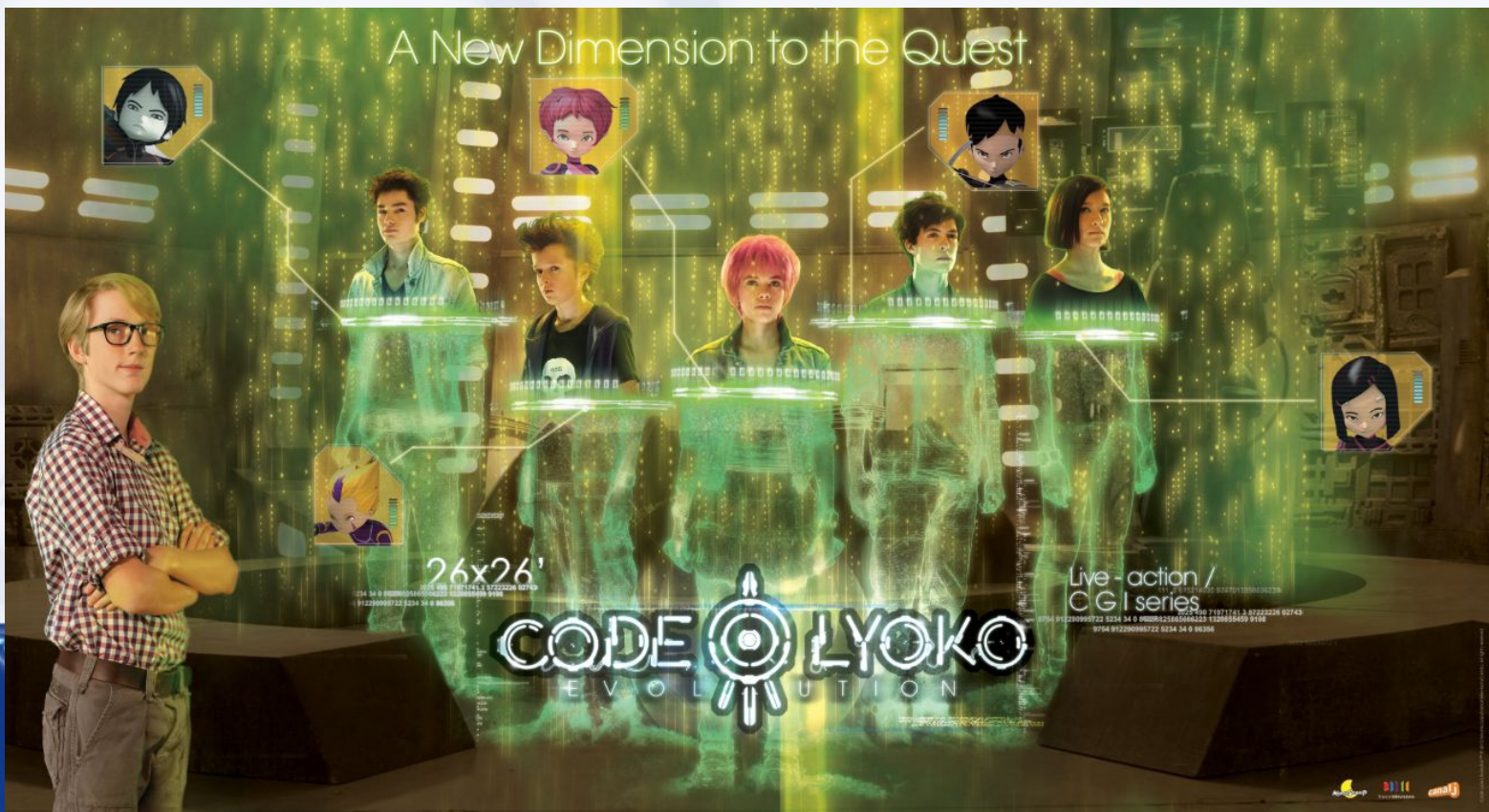
1. NEW LIVE ACTION/ANIMATED SERIES



CODE LYOKO

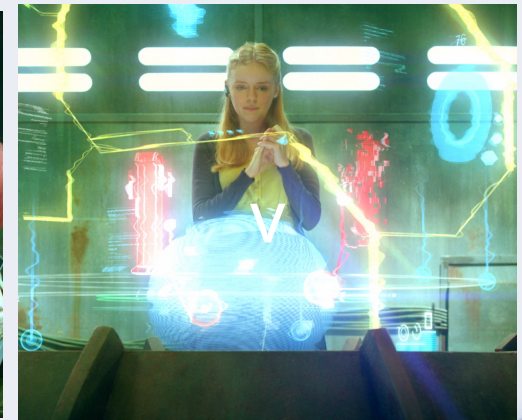
CODE LYOKO Evolution : In a few lines....

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.



CODE LYOKO Evolution : Overview

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. Each episode includes **CGI ANIMATION** images (for the scenes in the virtual world) and **LIVE ACTION** sequences (for the parts in real life, at school and its surrounding areas).





CODE LYOKO Evolution : The New Things

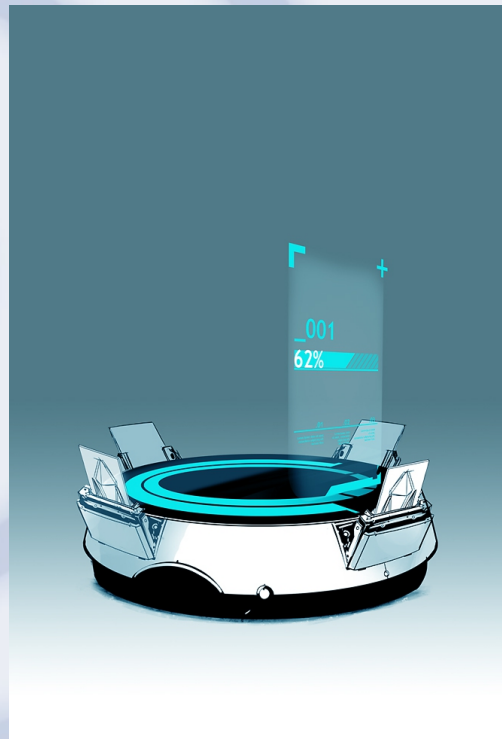
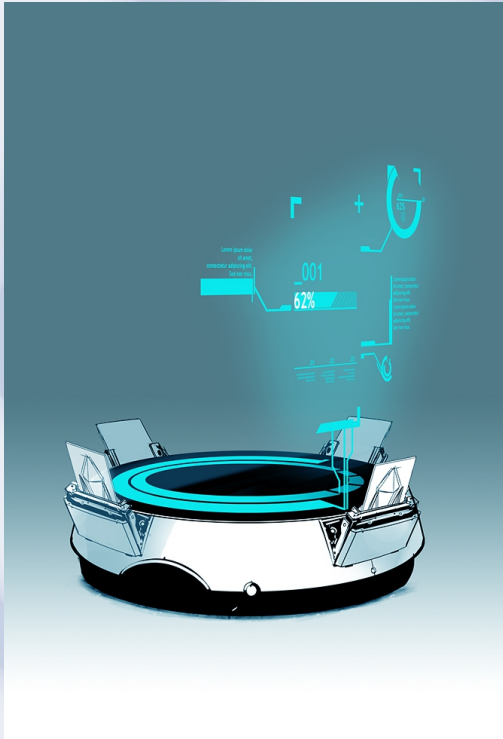
GADGETS FOR THE HEROES

THE TRANSWATCH (NEW GADGET, LIVE ACTION) Made by Jeremy at the start of the season, this watch tells Ulrich, Odd and Aelita how many source codes they still have inside them.



... (The New Things)

DOCK

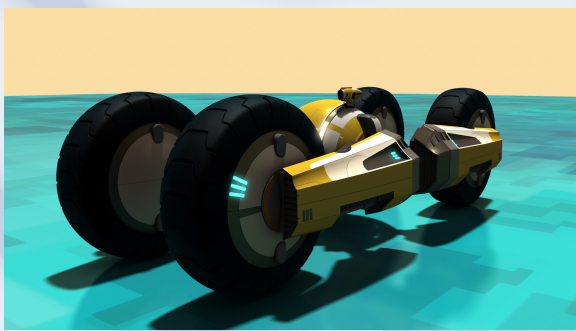


MEMORY CARD



... (The New Things) – The Megapod

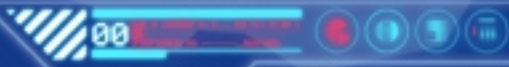
MEGAPOD



... (The New Things) – The Ninjas

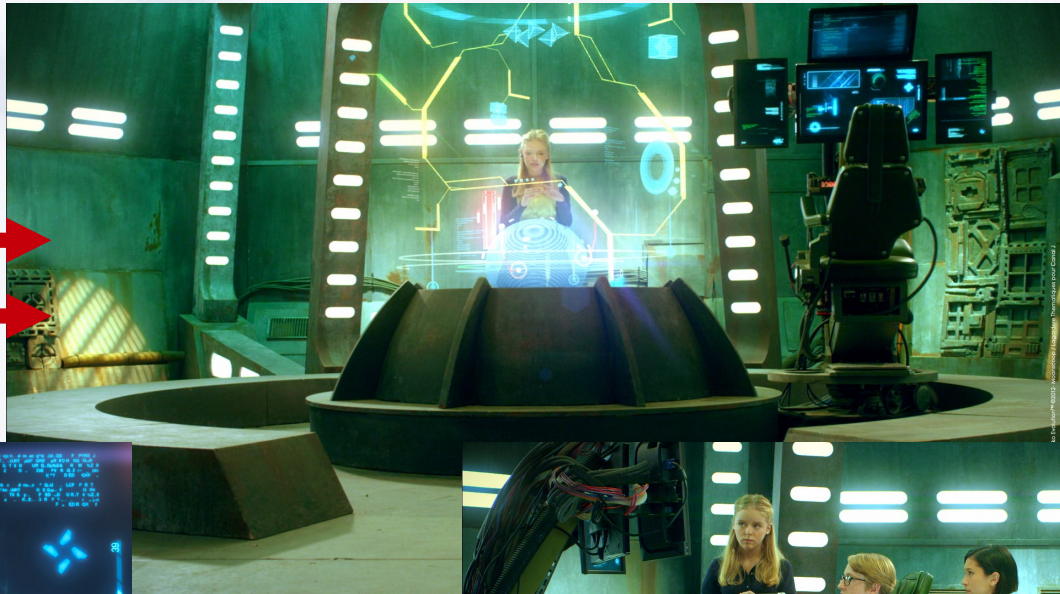
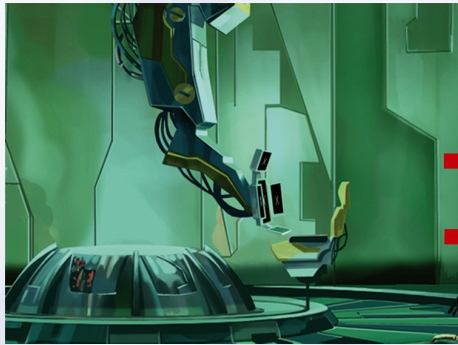
THE NINJAS (ASTR: Real Time Subjective Agents)

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.



... (The New Things) – The Laboratory of Jeremy

2D background
from the series



CODE LYOKO Evolution : The Characters



Jérémie



Ulrich



Yumi



Aelita



Odd



William



... (characters) – Additional Weapons

YUMI STICK



AELITA



ODD



WILLIAM



neutral

danger

... (characters) – VFX

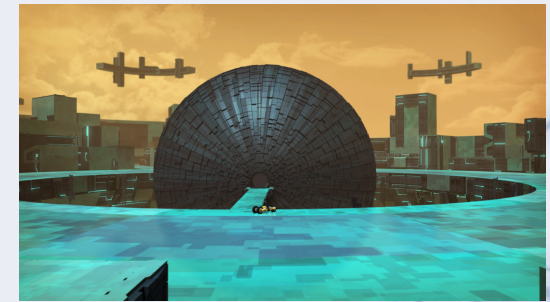


... (characters)

- Virtualization sequences -



... (The New Things) - 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".

CODE LYOKO

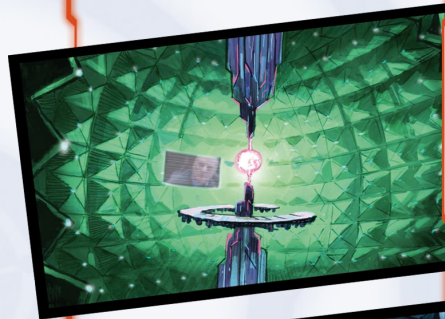
CODE LYOKO Evolution
>>> drafts

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.

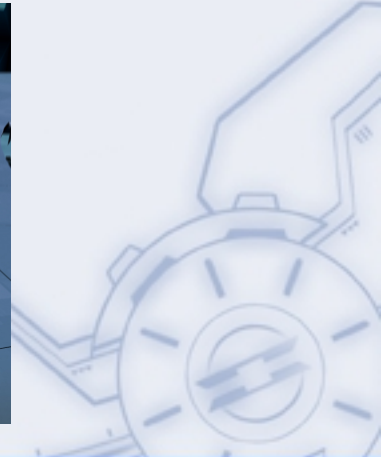
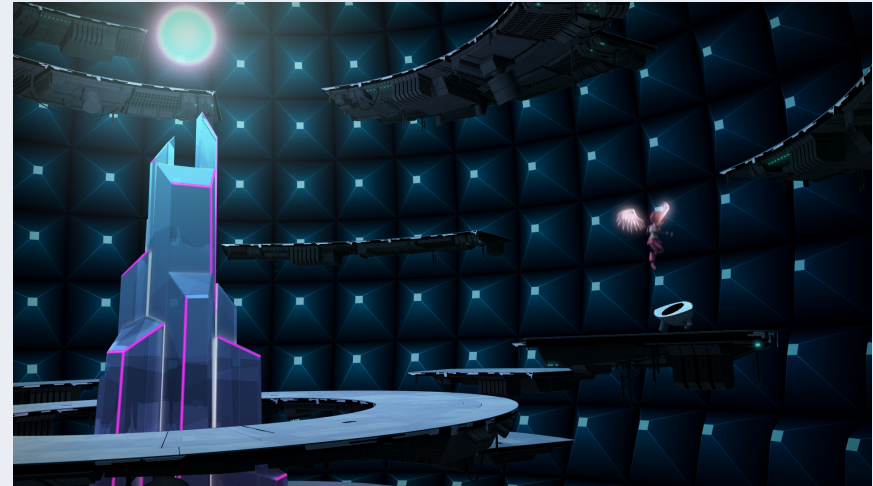
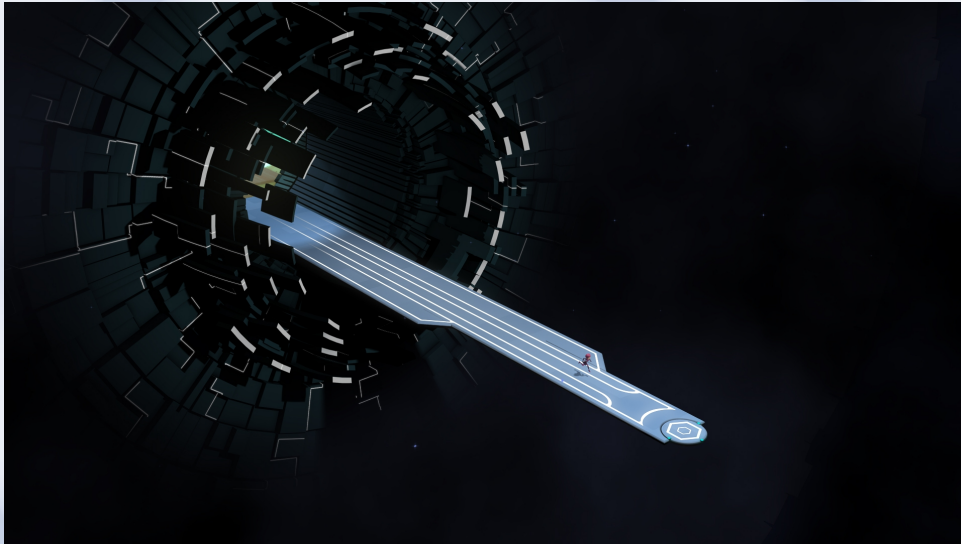
Each module moves separately, therefore the area is in constant motion with traps that X.A.N.A. may control.





... (The New Things) - Cortex

NEW SETTINGS



CODE LYOKO Evolution : The Backgrounds

KADIC ACADEMY

- Live Sets
Final live set after Matte Painting

THE FACTORY



9. CODE LYOKO Evolution : The Backgrounds

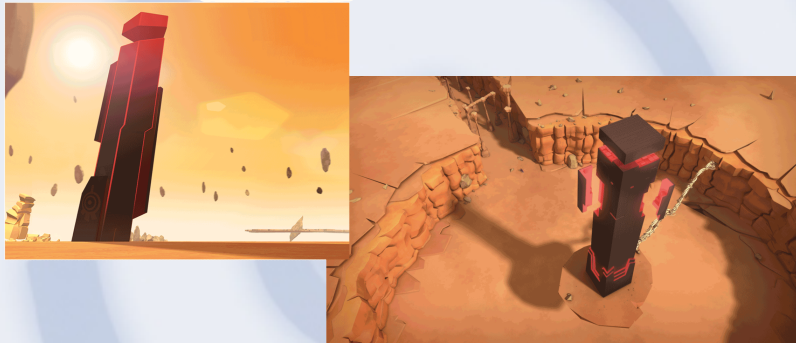
• 3D CGI Backgrounds

The Dry Desert Zone

Main color: yellow

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

CODE LYOKO Evolution



The Digital Sea

Main color: From deep water blue it turns red when X.A.N.A. attacks.

It's look and feel is the one of an endless city landscape with a liquid texture to it. The impression when one moves in it is to float rather than touching ground.

CODE LYOKO Evolution



The Misty Mountain Zone

Main color: sky blue/brown

Like mountain tops in the clouds this territory is made of peaks and staircases raising up from a milky cloud sea reminding the sacred Chinese mountains.

CODE LYOKO Evolution



Sector 5

Main color: blue

The territory is shaped with light beams and transparencies. It's a complex labyrinth area of interlaced shapes.

CODE LYOKO Evolution



CODE LYOKO

MARKETING ACTIONS



PROMOTIONAL FEATURES



CREATING A LINK FROM CODE LYOKO Animated Series to CODE LYOKO EVOLUTION

- **Best Of** with the 3D CGI characters of Code Lyoko, Season 1 to 4
- **12 Musical Clips videos**
- **Jeremy Files** : exclusives videos of Code Lyoko – 30x2'
- **Videos of Trainings** with the vehicle of each character
- **Teaser** of the first seasons

NEW VIDEOS PRESENTING THE NEW ELEMENTS OF CODE LYOKO EVOLUTION

- **The Megapod** (the new vehicle),
- **The Ninja** (the new villain)
- **The Cortex** (the new territory)
- **New video per character** from Season 1 to Code Lyoko Evolution (without the faces of the actors)



MAKING OF

- **Casting of Code Lyoko Evolution**: short video with the actors but without their faces
- **Videos of the Code Lyoko Social Game** : 1 teaser and 1 demo
- **Videos of French Events with fans** : Japan Expo (Paris – July 2012), Futuroscope Theme Parc (July 2012)
- **Video showing the new technology used on the new series** : the Matte Painting
- **Video on the 3D CGI part** : Technology and Evolution of the graphics (interviews of the technical crew)
- **Video with the main set of Code Lyoko Evolution** : The Laboratory of Jeremy
- **Interviews** : The directors, The Producers, The Actors, The Fans
- **Behind the scenes**
- ...

ONLINE SUPPORTS



Official Facebook Page

Worldwide: 227 000 fans

Indonesia, Italy, Spain, Turkey, Serbia,
Singapore, Mexico, Portugal, UK, ...

Community management FR / EN
(can be geolocalized)

Mini-websites on partners website

(Dedicated mini-website)



Official website

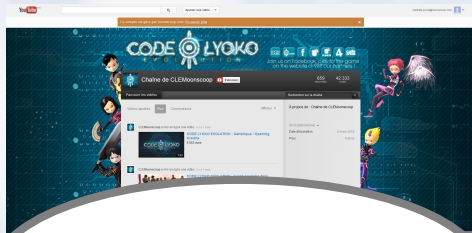
www.codelyoko.com

Available in French & English

Exclusive videos of Code Lyoko Evolution:

- New Elements : Megapod, Ninja, Cortex, ...
- Casting
- Interviews
- Behind the Scenes
- Making Of ...

Dedicated Web contests



Youtube Code Lyoko

Chaine officielle



Social Game website

Available in FR/EN/SP/IT

+ 1 million players worldwide

Official Fan website

Identify per territory the main
local fan website

ONLINE SUPPORTS – Applications

1/ Lyokofans Application – SPRING 2013

FREE IOS/ANDROID application with all Code Lyoko elements :

- Information on the actors
- Videos
- VIP access to the teaser, to events, ...

2/ Code Lyoko Runner -- FALL 2013

Create a new FREE application in relation with the social game and the launch on air.

Can be geolocalized.

Format: IOS/ANDROID application.

In discussion with 3D DUO (coproducer of the Code Lyoko Social Game).

3/ Augmented Reality Application – (tbc)

To create an ambitious application 100% in the universe of Code Lyoko Evolution realized with the new technology of “Augmented Reality”.

In discussion

STREET MARKETING – Events

Code Lyoko Evolution Preview

Paris event : December 2012

Partnership with the local broadcasters

Program :

- Fan contest to participate to the preview
- Press Conference with actors
- Projection of two episodes
- Photos shooting
- Announcement of the release of Code Lyoko Evolution
- Shooting of the event (for DVD bonus...)



CODE LYOKO

Animeland on january/february 2013

PRESS & TV PARTNERSHIPS

GOAL :

Identify BtoB and BtoC local press and TV magazines to promote the brand :

- Dedicated articles
- Goodies, primes
- Contests
- Information exclusives
- Link to the partners websites and social game



Télérama on 01/02/13



QUE DES BEAUX MONDES!

Code Lyoko fait son grand retour, alternant désormais images 3D et réelles.

8 - 4 ans. Code Lyoko Evolution. 23 rue Samedy. 9,00 € France 4.

Pour être fin, il faut de la patience. C'est de Code Lyoko en sa version 3D, qui ont attendu cinq ans la suite de leur série fétiche. Les voilà combés. D'autant que la quatrième saison a bien failli être la dernière, le programme XANA ayant été détruit. Mais Yumi, Odd, Ulrich, Jeremie et Aelita se sont finalement aperçus qu'il était toujours actif. Les voilà donc qui reprennent du service, en chair et en os cette fois, pour sauver la Terre de la destruction.

Car Code Lyoko Evolution ne mélange plus seulement 2D et 3D, mais alterne prises de vues réelles et animation 3D. « Nos réalisateurs renouvellent le genre en proposant la première série jamais hybride », explique Christophe di

Sabatini, producteur chez Mooncoop. Deux réalisateurs ont travaillé sur le projet pour lui donner une cohérence car « le rythme est très différent entre le live et l'animation », précise Florian Ferrier, qui a réalisé la partie en 3D. Les dialogues sont filmés en images réelles et le dessin animé prend le relais lorsque les personnages entrent dans le monde virtuel de Lyoko. « Dans l'animation, il n'y a pas de limites, mais elle fait sauter une ville en prises de vues réelles... », souligne Lucio di Rosa, réalisateur de la partie live. Si l'aspect réaliste brida parfois la fantaisie de l'ensemble, il permet de rendre les personnages plus attachants. Pour les fans, l'attente valait donc la peine. Quant aux autres, Code Lyoko Evolution leur fera découvrir un univers fascinant et un style inédit.

— Mariva Saravane

Télé 7 jours on 01/05/13

Samedi Code Lyoko Un retour plein de surprises !

9.45 Code Lyoko Evolution

ÉPIQUE. Les enfants du monde entier sont tous de cette fiction fabriquée à Anjoulet : une histoire de collégiens vivant des aventures dans un univers numérique. Cette fois, ils sont incarnés par des acteurs en chair et en os !

Lyoko est un territoire virtuel où règne X.A.N.A., une intelligence artificielle qui entend prendre le contrôle de la Terre, via les réseaux informatiques. Aidés d'Adria, l'ingénieur du lieu, cinq collégiens ont décidé de lui mettre des bâtons dans les roues. Comment ? En poursuivant leurs rêves numériques dans le monde de Lyoko. Les doubles citadins y gagnent des super-pouvoirs et se retrouvent high-tech. Ne que affronter les Ramparts, Kolobes et autres monstres virtuels géants par X.A.N.A.

Il est le 14 décembre de cette série animée 100 % française, adaptée par le studio Mooncoop à Angoulême. Diffusée pour la première fois en 2003, sur France 3, les aventures des Lyoko pistent ont passionné les 6-12 ans, en France et au Gers. « Mais la série est arrivée en 2007, après quatre ans, avec la venue d'Adria et ses amis humains. X.A.N.A. lui-même, qui est... Malheureusement ! Pas pour les fans qui ont vu les productions de pérorations redoublant une 7^e saison, car celle-ci est enfin exaucée, avec une surprise de taille : Code Lyoko Evolution, c'est son nouveau nom, revient sous une forme hybride : elle mêle des images d'animation (comme avant) et des prises de vues de vrais acteurs, qui incarnent les personnages. Le monde de Lyoko est désormais 3D et réelles.

Cinq ans après la précédente saison, les réalisateurs de la série française redoublent du fil à retordre pour Lyoko.



William : Dernier arrivé dans la bande, il est, comme d'habitude, un peu timide, mais il a une attraction au parc de futurisme de Poitiers. La série est également présente sur Internet, via un jeu communautaire, fort de 800 000 joueurs à travers le monde.

Isabelle Nagier : A été la première à jouer à Lyoko. Elle a été la première à jouer à Lyoko. Elle a été la première à jouer à Lyoko.

Yumi : D'origine japonaise, c'est le personnage le plus zélé, ce qui ne l'empêche pas de lancer des piques spirituelles, voire sarcastiques. Sur Lyoko, elle est armée d'un éventail en métal et a le pouvoir de déplacer les objets.

Ulrich : Filin de l'équipe, ce beau brun est amoureux de Yumi mais, un tantinet renfermé, il n'arrive pas à faire le premier pas. Sur Lyoko, c'est un redoutable samouraï qui peut se démultiplier.

Jeremie : Quant à Quentin Mercet, 21 ans, il n'est plus tout à fait un débutant, puisqu'on a pu le voir en pleine action dans la série précédente, sur France 2.

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