



EVERY PRESCHOOLERS' FIRST BEST FRIEND

PRIMARY

2-5

YEAR OLDS



SECONDARY:
PARENTS &
GRANDPARENTS

VALUES

RELATABLE EVERYDAY EXPERIENCES

FAMILY-FIRST STORYTELLING

HUMOUR

TEAMWORK

FRIENDSHIP

CONTENT NEWS

100+ BROADCAST PLATFORMS

484 TOTAL EPISODES UP TO SS2027



BRAND NEW 4-PART
CRUISE SHIP SPECIAL 2023

2024 CELEBRATING 20 YEARS OF FRIENDSHIP



NEW TAGLINE + PURPOSE DRIVEN CAMPAIGN
CELEBRITY TALENT - MEGASTAR COUPLE TBA
MORE MARKETING TO CELEBRATE!

PEPPA POWER



1.04BN
STREAMS WORLDWIDE

NEW
EXTENSIONS



100.4M YOUTUBE SUBSCRIBERS
ACROSS CHANNELS



FIRST US THEME PARK OPENED
WITH STANDOUT SUCCESS!

PERFORMANCE

Top 3 KIDS TV SHOW IN THE WORLD!

1.7B HOURS WATCHED ON
YOUTUBE IN 2022

153M LIFETIME WOPP DOWNLOADS



TRANSFORMERS

MORE THAN MEETS THE EYE



POWERFUL CONTENT



NEW KIDS ANIMATED SERIES

52M **96%**

TOTAL MINUTES WATCHED GLOBALLY

POSITIVE SOCIAL SENTIMENT

SEASON 2 COMING 2024



JUNE 9, 2023

FIRST TRAILER GARNERED MOST VIEWS IN PARAMOUNT'S HISTORY IN FIRST 7 DAYS



SEPTEMBER 13, 2024
TRANSFORMERS ONE
FOUR-QUADRANT APPEAL

EXPANDING DIGITAL



NEW KIDS CONSOLE GAME

2023



NEW AAA CONSOLE GAME

2024

INCREDIBLE REACH

93%
GLOBAL AWARENESS
Ages 3-54

STRONG MULTI-GENERATIONAL APPEAL
65%
OF KIDS & ADULTS SHARE FANDOM WITH FAMILY

104B+ MEDIA & SOCIAL IMPRESSIONS IN 2022

EXPANDING TOUCHPOINTS

LBE



PUBLISHING

11M+ COMICS SOLD IN US SINCE 2005



NEW EXTENSIONS IN PUBLISHING

SOCIAL STAR



#TRANSFORMERS 10B VIEWS ON TIKTOK

RANKED TOP 10 BASED ON UGC ON ROBLOX ***



50M+ HOURS WATCHED IN 2022
(+19% INCREASE YOY)





TELL YOUR TALE



TO INSPIRE GIRLS TO EXPLORE, EXPRESS AND CELEBRATE WHAT MAKES THEM UNIQUE IN THE WORLD



SWEET SPOT: GIRLS

4-5

YEAR OLDS

VALUES

CREATIVITY

HOPE

COURAGE

KINDNESS

CONFIDENCE

MARKETING PILLARS

CELEBRATING EVERYPONY IN 2023!



BRIDLEWOODSTOCK FESTIVAL

CONSUMER INSIGHT



93%

GIRLS LOVED THE SHOW

AND HIGHEST REPEAT PURCHASE OF ANY MLP SHOW AIRING

DIGITAL STATS



177M

OVERALL LIFETIME IMPRESSIONS FOR TELL YOUR TALE

217M

TOTAL IMPRESSIONS IN 2022

AWARD-WINNING CONTENT

TELL YOUR TALE WINS KIDSCREEN AWARD FOR "BEST BRANDED WEB/APP SERIES"



POWERFUL CONTENT

NEW MAGIC, NEW PONIES, NEW LOCATIONS, NEW MUSIC AND MORE!



2D SERIES TELL YOUR TALE 2023

28X5' EPISODES ON YOUTUBE

10X20' EPISODES ON NETFLIX



MONOPOLY



ALL IS FAIR IN
MONOPOLY

CROSS
GENERATIONAL
APPEAL: KIDS & ADULTS

PILLARS

THRILL OF
COMPETITION

GUILTLESS
MISBEHAVIOR

FABULOUS
WEALTH

CHEEKY
HUMOUR

CELEBRATING 90 YEARS IN 2025

PERFORMANCE

#1 FAMILY BOARD GAME
IN THE WORLD

99% GLOBAL
AWARENESS



1 BILLION+
PLAYERS IN 114 COUNTRIES

DIGITAL GAMING

**MONOPOLY
GO!**

#1 IN 60 COUNTRIES
3M DAILY ACTIVE USERS

43M+

DIGITAL GAMING
DOWNLOADS AND COUNTING

GOING BEYOND THE BOARD

2B+ LOTTERY
TICKETS SOLD

MONOPOLY UNSCRIPTED
SHOW IN THE WORKS

PUBLISHING, PROMOTIONS, COLLABORATIONS, LOCATION BASED ENTERTAINMENT INCLUDING:

**MONOPOLY
LIFESIZED**



SOCIAL MEDIA

10+ MILLION
SOCIAL FOLLOWERS



NOW ON TIKTOK @MONOPOLY





INCLUSIVE FOR ALL PLAYERS AGED 4-92

OUR VOICE

AUTHENTIC

INCLUSIVE

FUN

COMPETITIVE

MISSION

INSPIRE GAME PLAY EVERYDAY

VISION

THE WORLD'S MOST ENGAGING COLLECTION OF GAMES

CONSUMERS

#1 FACE-TO-FACE GAMING COMPANY IN THE WORLD

75% OF PARENTS & 63% NON-PARENTS

HAVE BEEN PLAYING MORE GAMES DURING PANDEMIC

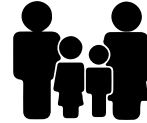
90% PARENTS PLAN TO CONTINUE GAMES NIGHT



MARKETING NEWS



LEVAR BURTON TO PRODUCE & HOST TRIVIAL PURSUIT SHOW



HASBRO GAMING CAMPAIGN – IDENTIFYING RIGHT GAME AT RIGHT MOMENT ALL YEAR LONG

POWERFUL IMMERSIVE EXPERIENCES:



Clue

REIMAGINED CLUE LAUNCHED 2023

640M+ IMPRESSIONS

LAUNCHED WORLD'S FIRST MURDER MYSTERY ON INSTAGRAM

OTHER NEWS

115 MILLION+

DIGITAL GAMING DOWNLOADS



SOLD ENOUGH GAMES IN 5 YEARS TO CIRCLE THE EARTH TWICE



POWER RANGERS



IT'S MORPHIN' TIME!

PRIMARY OPPORTUNITY AMONG:

P12+ FANS
KIDS (B4-8 CORE APPEAL)
PARENTS

GLOBAL BRAND VALUES

TEAMWORK HEART

ACTIVE FUN

DIVERSITY

DIGITAL GAMING

TWO SOON TO BE
ANNOUNCED TITLES
FOR 2024

PLUS MORE COLLABS AND INTEGRATIONS
WITH TOP TITLES & PARTNERS

BRAND HIGHLIGHTS

86% BRAND
AWARENESS
AMONG P15-25, US 2022

**#1 HASBRO
COMIC
FRANCHISE**

**#2 HASBRO
COSTUME
FRANCHISE**

CONTENT HIGHLIGHTS



NEW SEASON OF KIDS SERIES
SEPT/OCT 2023



TOP 10 MOST WATCHED GLOBAL KIDS
SHOW ON NETFLIX 2021-2022



30TH ANNIVERSARY SPECIAL
2023



NEW PRG UNIVERSE
COMING SOON!
(TIMING TBA)

DIGITAL ENGAGEMENT

 **OVER 16M**
SUBSCRIBERS & ALMOST 2B VIEWS IN 2022

   **ALMOST
4M**

FOLLOWERS ACROSS BRANDED
SOCIAL ACCOUNTS



PJMASKS POWER HEROES



ORDINARY KIDS, EXTRAORDINARY HEROES

PRIMARY: KIDS/BOYS

3-6 

SECONDARY: PARENTS & GUARDIANS

VALUES

POWER OF GOOD

POWER OF ACTION

POWER OF INCLUSIVITY

CONSUMER INSIGHT

NEARLY **2X**
DEMAND FOR
CONTENT SINCE 2020
(PARROT ANALYTICS)



ROLEPLAY MOST
POPULAR PLAY
PATTERN AS KIDS
LOVE + IDENTIFY
WITH OUR
DISTINCT HEROES

DISNEY NEWS

SEASON 1 PJ MASKS POWER HEROES
NEW HEROES, NEW CREATIVE, NEW THEME SONG

40+ NEW EPISODES

   **DAY & DATE LAUNCH**

Q2 16 EPS. ROLLOUT + 44' SPECIAL EP. HEROES EVERYWHERE

MORE PLACEMENT THAN EVER

 +260 EPISODES ON ROTATION
    

NETFLIX #3

BEST PERFORMING SHOW
(KIDS 3-5 ACROSS G11)

SOCIAL & DIGITAL STATS

 **19.5B** GLOBAL
LIFETIME VIEWS
ON YOUTUBE

 **6M+** MONTHLY
ACTIVE USERS
ACROSS ALL
PJM APPS

