



**MY
LITTLE
PONY**

★ 2024 Franchise OVERVIEW



Pony Power Pivots

STREAMLINED CONTENT STRATEGY aligned
to content driving
biggest conversion

Double down on
Play patterns girls love
driving 40 more magical years

Crystalized consumer target & amplified
marketing to maximize awareness

Pony's hoofprint



MY
LITTLE
PONY

TELL YOUR TALE

Award-winning
content

kidscreen
awards

ACTRA
AWARDS

 YouTube

4.2b lifetime
VIEWS (as of
March '23)

+83% over barbie

PONY MUSIC
+105M STREAMS

3.4M listeners
in 182 countries In 2022



Digital Apps

70%

Brand Awareness
(Brand Trends, Oct 22)

crystallized CONSUMER TARGET

What do they love In content?

Pony delivers **EPIC RELATABILITY**, perfectly combining relatable characters with magical adventures

what else are they engaging with?

Pony fans love **cross-category** play!

25% more likely to play with **BOARD GAMES**

41% more likely to play with **OUTDOOR TOYS**

GIRLS AGES
4 & 5



Where is she watching?

YouTube and **Netflix** primary viewing platforms for girls in the demo – 85% and 69% respectively

YouTube overtaken **Netflix** #1 streamer in US for girls in our demo

What they want from brands?

Fantasy + friendship + bright & beautiful

Toys, apparel, accessories – empower them to BE their favorite character



content Strategy

The power of tell your tale

Girls love it!

93%

Girls aged 2-8 who have watched TYT like the show

basket size greater than other MLP shows
\$84 vs. \$70 ave size

Girls want to buy it

56% repeat purchase rate

Vs. 39% Barbie
29% Rainbow High

MORE content to commerce CONNECTIONS

Influencer marketing cast in show!





MY LITTLE PONY

TELL YOUR TALE

SERIES 2

GREENL?T!

DOUBLING DOWN ON CORE THEMES



HAIR
PLAY
IN EVERY ep



MORE
MAGICAL
MOMENTS



Special #1
March



Special #2
AUGUST



Special #3
OCTOBER



Special #4
November



Hoof-tapping Music



24
songs

Single &
ALBUM
launches

BRAND
anthem





Winning Digital Gaming

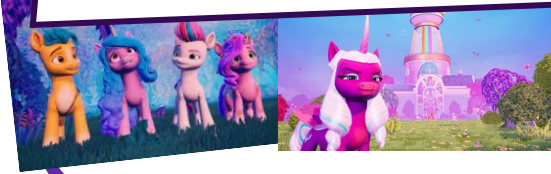


Continued support for Existing titles

Exploration of **iconic** Locations & Characters

NEW narratives working in tandem with Content

MORE opportunities for **MAGIC!**



EXPANDING PONY CONNECTIONS...



Publishing &
LBE



Brand New!



& Multi-generational appeal...





TOUCHPOINTS FOR PONY PASSION ALL DAY

Activating our Hoofprint



Publishing



Toy



Role play



LBE



Home & accessories



Music



Apparel





Maximize ponyverse of entertainment

Q1

Q2

Q3

Q4



MARCH
LONGER FORM
SPECIAL

AUGUST
LONGER FORM
SPECIAL

OCTOBER
LONGER FORM
SPECIAL

NOVEMBER
LONGER FORM
SPECIAL



ALWAYS-ON: NEW EPISODES WEEKLY THOUGHOUT 2024 ON YOUTUBE
SEASONS 1-2 AVAILABLE ON NETFLIX THROUGHOUT 2024

328 Min
of New Content



ALWAYS ON: EPISODES WILL LIVE ON NETFLIX THOUGHOUT 2024



G5 CONTENT LAUNCHING ON LINEAR AND AVOD FROM MARCH 2024



ALWAYS-ON: ACTIVATING ROBUST MUSIC STRATEGY FOCUSING ON
PONY POP TRACKS FOR OUR CORE DEMO



CONTINUING TO SEEK NEW OPPORTUNITIES, UPDATES & REFRESHES TO
EXISTING EXPERIENCES

ENTERTAINMENT

*TO BE CONFIRMED. ROLLOUT PLANS ARE SUBJECT TO CHANGE.

**MY
LITTLE
PONY**

Marketing 2024





2024 MARKETING OVERVIEW

Propel pony passion with girls 4+ and drive conversion

1H FOCUS

GET GIRLS ENGAGED IN OUR ONE & ONLY PONABLE CONTENT SERIES



+84%

Viewership
Goal



2H FOCUS

drive a rich ponyverse of play & CONVERT TO PURCHASE





MAXIMIZING PONYVERSE POTENTIAL



BIG BEATS

MARKETING

TENTPOLE MOMENT!
Special #1

Special #2

TENTPOLE MOMENT!
Special #3

Special #4

Influencer TALENT
REVEAL (PR)

FEATURED MUSIC
ARTIST REVEAL (PR)



NEW CONSOLE
GAME FROM
DIGITAL
LICENSING

Q1

Q2

Q3

Q4

THEMED BRAND VIDEO
FEATURING INFLUENCER
TALENT

REGION-SPECIFIC SOCIAL
MEDIA SUPPORT
FEATURING CROSS-
CATEGORY PRODUCT

REGION-SPECIFIC
PONY DANCE PARTY
MUSIC CAMPAIGN



HOLIDAY
marketing
activations



PULSED PAID MEDIA, PR SUPPORT FOR TELL YOUR TALE

TO BE CONFIRMED; ALL PLANS IN DEVELOPMENT AND SUBJECT TO BUDGETS AND BLUEPRINT ALIGNMENT

THANK YOU!





tell your tale HAS POWER!

Award-winning content



THE 21ST
ACTRA AWARDS
IN TORONTO
3x PONY NOMINEES

Powerhouse
platform
 YouTube

4.1B views

(MLP Total Official Channel – April 2023)

#1 streaming platform in usa
(For target audience of girls aged 2-8)

2023 & 2024:
Driving awareness
with increased media
investment & wider
distribution



177M views
of 'Tell Your Tale'
content watched
since launch
(March '22 – April '23)



1.57M streams
Of 'Tell Your Tale' music
on Spotify
(Spotify for Artists)
(September '22 – April '23)



girls watch
repeatedly
45% girls 2-8
Watch multiple times a week
(TYT Audience Report – AIM & We Are
Family, March 2023)

'Tell Your Tale'
Viewers 22% higher repeat
purchase rate than other MLP
shows
+ bigger basket size
(MLP Shopper Analysis – AIM & Numerator ; March 2023)

girls want to buy tyt
56% repeat
purchase rate
Vs. 39% Barbie
29% Rainbow High

girls love it!
93%
Girls aged 2-8 who have watched TYT
like the show
(TYT Audience Report – AIM & We Are
Family, March 2023)
Higher than:
MYM or FIM
Barbie
Rainbow High
Gabby