Studio100

corporate overview
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Welcome to the exciting world of Studio 100

Studio 100 was founded in 1996 as a small TV production company. Since then we have continued to pursue the same goal: to produce content which is engaging, entertaining and educational for today’s children and their parents.

We believe in making great content accessible to a wide audience and for children to have fun and thrive in their childhood. This can be through our TV series, live shows, family visits to our theme parks, purchasing a t-shirt or plush of their favourite character right through to playing online games and reading our books.

As such, we have built up a truly 360° approach to family entertainment with a mix of global and local brands. Currently, we focus on our three animated CGI series Maya the Bee, Vic the Viking and Heidi on a global level. Alongside these brands we have important properties which thrive in local markets, such as Plop the Gnome, superhero Mega Mindy, Bumba and girls band K3.

Studio 100’s success over the last seventeen years reinforces our understanding of the demand for quality family entertainment with characters that are easy to relate to and resonate with today’s values.

Our ongoing success is global, we are working with partners who share the same goals and beliefs, making children’s dreams come true. Nothing more, nothing less.

Welcome to our world!

Gert Verhulst & Hans Bourlon

Our History

Hans Bourlon and Gert Verhulst founded Studio 100 in 1996. At launch there was just one TV production and five employees.

Today, the company has grown to become one of the largest independent global family entertainment companies with more than 1,000 employees (FTE) worldwide and offices in Belgium, the Netherlands, France, Germany and Australia.

In 1999 we took our first steps in the theme park business with the opening of Plopsaland Park on the Belgian coast. We now have three venues in Belgium, one in The Netherlands and one in Germany. Today we welcome more than 2.7 million visitors through the gates every year and continue to extend our business.

In 2008 Studio 100 took control of EM Entertainment and became an international player as the owner of one of the largest independent catalogues of children’s content, characters and classics. Through Studio 100 Media, based in Munich, we distribute TV series worldwide.

In the same year we acquired the successful Australian animation studio Flying Bark and founded Studio 100 Animation in Paris. Since then we have created numerous productions and remakes of classics (Maya the Bee, Vic the Viking and Heidi in production).

In 2010 we launched our own cooking channel for the Benelux market and most recently we established an in-house international film distribution business.

We are proud of our achievements in family entertainment in such a relatively short period of time; we are number one in the Benelux and through our recent business developments, coupled with continued growth, we have now become a global player in the industry.

Our Values

At Studio 100 we have three key pillars for success: creativity, innovation and an ethically responsible business. However, beyond this our business model is based on delivering great content.

Our content is king! We embrace an enthusiastic and creative team who enjoy bringing to life the hopes and aspirations of today’s children. Once we have established audiences who love a particular series we expand our offering into developing live shows, licensing and merchandising programmes or theme park attractions; the opportunities are endless.

Additionally, we ensure that parents who choose to allow their children to watch a Studio 100 programme can be sure that they will be watching fun TV, without aggression or violence. Our social responsibility ethic is key to our success with both our business partners and our audiences, and this is borne out in all that we do from production values, through to merchandise and licensing, and to live entertainment.

Welcome to our world!

An online version of this brochure is available on www.studio100.tv
Music plays an important role in all our content, creating strong emotional impact on our young audience. Over the years we have built up an impressive track record of in-house produced hit singles with all of our key brands.

Over the years we have had success at the Box Office with movies of our hugely popular Benelux brands which have been produced for the big screen in local markets.

Our recently launched international film distribution division is currently producing two global animated feature films – Blinky Bill and Maya the Bee.

Creating and producing live action series is at the heart of our business. House of Anubis has become a global ratings-winner on Nickelodeon and hit TV series such as Plop the Gnome. Bumba and K3 are all established and long-standing viewer favourites in our Benelux home markets.

Our global animation brands which are broadcasted worldwide are all produced at our in-house studios based in Paris & Sydney, including flagship property Maya the Bee. We also have an extensive catalogue of animated content to satisfy local appeal. All our content is sold and distributed globally by our media sales business, based in Munich.

All Studio 100 content is distributed worldwide to TV, Home Entertainment and Digital partners by our experienced sales team based in Munich, Germany and locally by our Benelux team. We own 2 TV channels in Belgium and 1 in Germany. Our global footprint cannot be understated and we value our partnerships with broadcasters around the world.

Five spectacular theme parks situated across Belgium, the Netherlands and Germany ensure great days out for all ages, with each venue incorporating attractions and entertainment of our most endearing characters brought to life as a unique experience.

On stage we bring to life content from our animation and live-action series and deliver unforgettable, magical experiences for families to enjoy together; we have produced shows of many of our largest brands including K3, Mega Mindy and Plop the Gnome and will always explore opportunities to bring our content and characters to life in unforgettable ways.

With our own unique in-house publishing division we have the capacity and expertise to transfer our most popular characters from screen to print in books, magazines and e-books, once again bringing heroes to life in an imaginative and creative way.

We develop content for all the key interactive platforms and devices, ensuring children and their parents to engage with their favourite Studio 100 brands any time, any place, anywhere. As consumers continue to migrate into a tech-driven era, we will continue to focus on delivering digital solutions that meet their needs.

Our rich portfolio of global content has enabled us to establish an exceptionally strong licensing and merchandising business. We have consumer products on sale internationally, across multiple categories, to represent both our global flagship brands as well as our strong local properties.

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Creating live action TV content is the cornerstone of Studio 100. We produced successful series which have achieved both local and global acclaim since 1998 when we first produced *Samson and Gert* for the Benelux audience.

Seventeen years later our live action series remain at the heart of broadcasting on children’s TV channels in Benelux, and many of our heritage live action brands continue to be as popular both in our home markets as well as growing in popularity internationally. As we’ve grown our content portfolio in the past decade our live action content serves a broad variety of audiences from pre-school to teenagers, and our mission remains to ensure that we cater for great quality all-round family viewing.

Our catalogue of twenty-five series that have been produced for more than fifteen years, consists of both evergreen pre-school series such as *Bumba*, *Plop the Gnome*, *Pete the Pirate*, and *Mega Mindy* as well as children’s adventure series: international ratings-winner *House of Anubis*, *K3* which is a renowned success in the Benelux markets, and our most recent production, *Hotel 13*.

All content is produced in-house utilising our five state-of-the-art studios located within our global headquarters in Schelle, Belgium. From there we have five shows at any stage of production at any given time. Great content derives from employing the best creative teams and they work seamlessly in developing new series from concept to filming and concluding with post-production. Where our content is sold and broadcast internationally we work with local production partners to ensure localisation and relevance to that market; this is another key factor to our success. The globally renowned Nickelodeon series *House of Anubis* was localised for the US audience to specifically ensure market relevance.

We are very proud that Studio100 is the absolute number one producer of children’s programmes for the Benelux national broadcasting channels and we will continue to invest in creating new universally-appealing content and to provide the very best in family entertainment.
Studio 100 owns two animation studios which specialise in creating and delivering high-quality children’s animation series. Based in Paris and Sydney our studios have a strong industry reputation and are renowned for their production capabilities and expertise in delivering animated TV and film content for global distribution.

We focus on refreshing classic series for new generations of children to enjoy, utilising the latest CGI (Computer Generated Images) production, such as our flagship brands Maya the Bee and Vic the Viking. At the same time we are also developing entirely new content and will soon go into production with an animated series from one of Studio 100’s live-action hit series about a touring girls band called K3.

MAYA THE BEE
Originally produced as a 2D series in 1975, we produced a new CGI animated series in 2012 giving Maya a fresh lease of life. Produced in our Paris studios, there are 78 episodes in the new series which has been pre-sold to more than 150 countries.

Maya the Bee, the 2D series, has been broadcast by more than 130 TV channels and in 120 countries during the past 10 years.

A hive of 300 licensees worldwide covers all major categories including toys, games, publishing, clothing and home entertainment.

VIC THE VIKING
In 2013 Studio 100 produced a new CGI animated series at our studios in Paris, which delivers both stunning quality and outstanding special effects. There are 78 new episodes which have been sold to 51 countries worldwide.

There are more than 60 licensing partners on board across all key categories.

The series was created in 1974 and based on the children’s book “Vicke Viking” which won the German Youth Literature prize.

HEIDI
Studio 100 is producing a new CGI format animated series of Heidi, which will be delivered for broadcast in 2015. It has been sold to more than 100 countries and coincides with the 40th anniversary of the classic 2D series.

Johanna Spyri wrote the first Heidi books back in 1880, since then more than 50 million books have been translated into 50 languages worldwide.

Maya is a little bee unlike any other! Non-conformist and thirsty for adventure, she left the hive to live in the meadow and be free like... a bee. For Maya the world is just too big and too fascinating to remain confined to the restricted life of the hive.

For Maya, the natural beauty of the world is an endless delight for the senses! Her courage, yet and inevitable curiosity, lead her off the beaten track as she wonders at the joys and challenges of life along the way. Together with her best friends, Flip and Willy, she explores a wonderful world, full of magic and unexpected encounters.

Vic the Viking, small in size, big on ingenuity! Welcome aboard the drakkar to sail the seven seas and share his adventures alongside the viking crew!

Whether in his home village of Flake or visiting far and unknown lands, Vic lives in a world full of escapades and uses his ingenuity and smart-thinking to get the crew out of danger rather than using force. He may lack muscles and brawn, but Vic is everyone’s hero!

Heidi, a young orphan brunette with curly hair and the face of an angel, is taken to the Swiss Alps to live with her grandfather, a silent and solitary old man. In her new life she displays strength of character and a natural zest for living as she finds her way in an often harsh environment.

Whether in the mountains with Peter, the goatherd, or in a Frankfurt mansion with Clara, a disabled girl confined to a wheelchair, Heidi learns the precious value of friendship and support.
Flying Bark Productions is our wholly owned animation studio based in Sydney, Australia and is a global leader in producing entertainment series and animated content for children across both TV and film. It has a strong heritage in producing and taking to market a number of internationally recognised TV series including Zigby and Dive Olly Dive as well as feature films like Santa’s Apprentice.

Maya the Bee Movie – First Flight produced in 3D stereoscopic will feature a new story based on the well-known and much loved character Maya the Bee and will introduce new characters who join Maya on her great adventure. In the film, curious little bee Maya and her best friend Willy attempt to save their hive from the greedy Queen’s advisor and end the long-term hostility between bees and hornets.

Blinky Bill is a small koala with a big imagination. An adventurer at heart, he dreams of leaving the little town of Green Patch and following in his explorer father’s footsteps. Mr Bill went missing in the Outback some time ago and Blinky is the only one who believes his father is still alive. Blinky embarks on a journey that takes him beyond the boundary of Green Patch and into the wild and dangerous Outback, making friends along the way in his quest to find his father.

Feature Films

Studio 100 has been producing feature length films since 1999 and has attracted thousands of visitors to cinemas across the Benelux region. A key element of our 360° business model, feature films are an important vehicle in enhancing the audience’s engagement with our brands.

A total of 24 feature films have been produced to date and include House of Anubis, Flop the Gnome and K3. Feature films taken to the big screen in the Benelux regularly appear in the top ten of children’s films at the box office and achieve strong critical acclaim amongst media and audiences.

In 2013 we launched Studio 100 Film, a new international film division that sits within our media business unit based in Germany. This division secures the sales and distribution of all our international movie properties and is currently working on acquiring rights for two major films being produced by our own studios.

In 2014 a feature film, Maya the Bee Movie – First Flight, based on our globally renowned animation series Maya the Bee will premiere worldwide. The film is currently in production and will be the first ever animated feature film to be produced as an official co-production between Studio 100 Media and our own Sydney based animation studio, Buzz Studios, in association with Flying Bark Productions.

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FUTURE FILM DEVELOPMENT

Flying Bark Productions will continue to create and produce universal content that is age appropriate and relevant for family and children audiences. The Australian based studio’s relationship with other divisions within the business enables Flying Bark Productions to collaborate on productions and sales, drawing on the strengths of all countries and domestic cultural influences. The movie production business is a central focus for Flying Bark Productions and the animation studio looks forward to growing its base of original, entertaining and globally appealing content.

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Over the years Studio 100 has created, produced and distributed more than 10,000 commercial half hours of live action and animated TV shows for both international and local markets. But we are doing more than making programmes....

Our home-grown hit shows are sold to all big tv broadcasters in the Benelux by our in-house Benelux team. From our base in Munich, Studio 100 Media is selling and distributing our content globally.

We are continuously doing business with more than 160 broadcasters on average, operate on a regular base in 110 territories worldwide through selling TV, Video On Demand and Home Video Licenses. For example, Maya The Bee (CGI) has been sold to broadcasters covering even more than 150 countries, including sales to major players like Disney in Japan, Latin America or Discovery Networks India, etc.

We equally engage in co-production and co-financing activities and with the recent launch of a new international film division under the banner Studio 100 Film, we have stepped into worldwide cinematic film sales.

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In 2014, our entertainment division will produce Studio 100’s largest live stage show to date, entitled ‘14-18’. This musical to mark the centenary of the First World War will be a unique and spectacular show. It is expected to attract an international audience of several hundred thousands.

It is our future ambition to go on tour with our musicals across Europe and develop musical stage shows for our key animation brands such as Maya the Bee.

Live entertainment is another key element of our 360° business model, giving children and their families the chance to connect with their favourite TV characters live on stage.

In the Benelux, live entertainment is hugely popular and always attracts large numbers of visitors; our most recent K3 live show, which is based upon the hit live action TV series K3, attracted more than 170,000 visitors and continues to be one of our most successful live shows featuring music and dance. Other popular live theatrical shows from our content portfolio include House of Anubis, Pete the Pirate, Plop the Gnome and Mega Mindy.

Studio 100 has a longstanding tradition of bringing concerts, family musicals and theatre shows to the audiences. All of our live shows are created and produced in-house, before they go on tour. We produce a permanent series of successful live theatre shows for our theme parks which are located in Belgium, the Netherlands and Germany.

We also use our experience to create and produce large scale musical shows, such as the musical Daens (attracting 250,000 visitors). Timeless stories enchant all members of the family: Pinocchio, the Three Little Pigs, Snow White and Alice in Wonderland – all coming to life through song and dance.

Awarded
Pinocchio won the musical award 2008 in the Benelux

We’ve welcomed more than 830,000 visitors to our K3 shows over the past 5 years

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Our theme parks are one of the most spectacular proofs of our success. The parks welcome more than 2.7 million visitors each year and provide a great day out for the whole family, with numerous attractions to serve all age groups.

They underpin the success of the Studio 100 business and are seen as testament to our understanding of engaging with children and their parents, as they bring to life some of our most endearing and popular characters.

Plopsa, the theme park division of Studio 100, runs five theme parks:

- three in Belgium (Plopsaland De Panne, Plopsa Indoor Hasselt and Plopsa Coo)
- one in the Netherlands (Plopsa Indoor Coevorden)
- one in Germany (Holiday Park)

In 2011 we launched our first attraction dedicated to Vic the Viking at Plopsa Coo: a spinning coaster called ‘Vicky the Ride’. In the same year Plopsaland De Panne unveiled ‘Mayaland’, an indoor world dedicated to Maya the Bee, our flagship animation property. This zone offers numerous attractions for young children and is spread over 5,000 square metres. The following year in 2012, Maya also got her own zone in our German Holiday Park which incorporated new rides and a restaurant.

In the summer of 2013 we opened a luxury 1,400 seated theatre in Plopsaland De Panne which runs daily live shows of our own Studio 100 series, as well as external productions. At the same time we also launched an entirely new € 5.5 million zone at Plopsaland called “Wickieland”, which is based upon our new CGI animated series Vic the Viking. This zone is home to more than 2,500 square metres of sculpted rock which shapes the Viking bay and includes two dramatic new family attractions as well as catering points.

Plopsa theme parks are developed with the highest standards of safety, entertainment and carefree fun. It is our intention to continue investing in our current parks and explore new opportunities to launch parks in other key markets.
Producing high quality merchandising products and working with A-list licensees have always been part of our consumer product business model. Over the years, we’ve made sure that children and their families can still continue to enjoy our brands in their own environment so that after watching their favourite programme on TV or digitally, attending one of our shows or going to our theme parks, they can keep great memories of our characters through our products and services. From toys and games to apparel, home furnishing, homeware to biscuits, we sell affordable products for consumers of all ages who embrace our brands. We have an in-house product development team as well as sourcing team who work closely with our sales merchandising and licensing teams. We have offices in Belgium, The Netherlands, Germany, France and Australia. In the rest of the world, we have an international team working directly with retailers, distributors and licensees as well as a network of agents representing us locally. We are growing our business in Russia, Turkey, Central Eastern Europe, Asia and Latin America where local expertise is paramount.

The breadth and variety of our international licensees derives from our rich TV content and underpins our global business growth plans; to date we have more than 500 licensees on board for our flagship property May the Bee and have produced ourselves more than 100 products since the launch of the new CGI series.

We equally focus on our other two animated CGI series, Vic the Viking and Heidi, as well as on Bumba, K3 and Plop (our top brands in the Benelux) and new properties such as Princesstia, Tashi and K3 animation.

In local markets where our brands have high levels of consumer awareness and have been established for a number of years we have long been successful at executing joint promotions and partnerships with both publishing houses and retailers, supported by the benefit of having our own in-house publishing and music business.

In addition to sourcing and manufacturing our own-label products through our Hong Kong company, we ensure that a high level of quality control is maintained across all our merchandise and licensed lines thanks to our global partnership with Intertek.

As our brands continue to grow in popularity around the world we will support them with an ever increasing portfolio of products which capture the imaginations of children and create as many touch points as possible beyond the TV content.
The Studio 100 social community has grown rapidly as a result of our constant dialogue, engagement and campaigns which interact with active members.

Studio 100 is a YouTube preferred partner. This gives us the tools to reach children on their favourite online video platform. Via this channel our audiovisual content which includes episodes, sound-bites and clips is available on SmartTV’s, game consoles, portable devices like tablets, smartphones, handhelds and computers. We also work with local partners as much as possible.

**GAMING ON MOBILE DEVICES**

Today’s children are used to being able to access their favourite content on-the-go. Studio 100 has always been at the forefront of creating a wide range of Apps suitable for all major mobile platforms and tailored to each market.

These apps offer a wide range of activities: games, colouring, puzzles, ebooks, video and dressing up. All designed specifically for young children and filled with content of their favourite brand.

**A VIRTUAL PLATFORM FOR CHILDREN**

Studio 100 is currently developing its first virtual digital platform targeting children where they will be able to enjoy content in an interactive, educational and safe digital space.

Scheduled to launch in 2014, and localised for each launch market, the virtual platform will be a fun 3D world filled with games, videos, e-books and special quests that children of all ages can enjoy with their friends. Parents can be assured of it being a secure online environment, as they would expect from the Studio 100 group.

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**DIRECT INTERACTION THROUGH SOCIAL MEDIA**

In today’s rapidly expanding social media environment we have an opportunity to interact directly with our audiences and get in touch with the parents on both Facebook and Twitter.
In the Benelux, the most popular characters also appear in the best-read newspapers and weekly magazines, so that children can enjoy daily fun games with their favourite heroes.

In recent years many of our traditional books have been digitalised and made available in the form of e-books, as well as interactive and into reading apps.

Internationally, we have an extensive licensing programme, particularly for our global brands, where we either co-edit, co-publish or sell our artwork. For Maya the Bee we have multiple publishing agreements in place across Europe.

Music

In the Benelux region specifically, Studio 100 brings children together with their TV heroes through music.

Music is integral to every series produced and almost every Studio 100 character has at least one music album with original scores created in-house. The songs are used across multiple consumer touch-points including live-entertainment shows and feature films. They play a dominant role in the daily live shows at the five Studio 100 theme parks. K3 is one of the most popular music bands in the Benelux, with its own long-running TV series, live performances and sales of more than 5.5 million CD’s in 15 years.

Music related to the brand’s key characters is made available through a number of different ways including CD’s, online through the individual brand websites, and most recently iTunes. Having delighted children for nearly two decades, the musical scores and albums remain at the heart of the Studio 100 brand extensions, but are also a key revenue driver for the Benelux home markets.

Songs and music from Studio 100 make the consumer experience complete.

Our publishing business remains at the core of the Studio 100 proposition and focuses on delivering outstanding products across all the key brands for consumers of all ages.

Studio 100 has its own publishing house where we create, design and produce content in a variety of ways from traditional hardback books to magazines and e-books.

We are one of the leading publishers in the Benelux with a yearly release of an average of 120 books, selling more than 850.000 books a year.

Transferring our heroes to paper brings them to life yet again, living new adventures, and allowing our characters to get a prominent place on a child’s bookshelf for a very long time.

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**Facts & Figures**

1. **A breakdown of Studio 100’s activities (2012)**

   - Licensing & merchandising: 18%
   - Broadcasting: 7%
   - Digital & home entertainment: 6%
   - Theme Parks: 6%
   - Publishing: 3%
   - Other: 1%


   - 1996: 6.6
   - 1997: 11.3
   - 1998: 17.9
   - 1999: 25.6
   - 2000: 35.3
   - 2001: 46.3
   - 2002: 79.3
   - 2003: 107.1
   - 2004: 132.4
   - 2005: 170.2
   - 2006: 217.5
   - 2007: 264.3
   - 2008: 312.4
   - 2009: 351.2
   - 2010: 392.8
   - 2011: 435.6
   - 2012: 477.3

3. **Visitors per year to Studio 100 theme parks (1/1/2011-31/10/2012)**

   - Plopsaland De Panne: 313.765
   - Plopsa Indoor Hasselt: 344.626
   - Plopsa Coo: 277.159
   - Plopsa Indoor Coevorden: 517.516
   - Holiday Park: 1.176.639

4. **Studio 100 personnel (Full time equivalent) per country**

   - France: 193
   - Germany: 199
   - Belgium: 51.8
   - The Netherlands: 48.7
   - Romania: 193
   - Latin America: 68.3
   - Asia: 199

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**More than 200 people** have worked on the new CGI animated series of **Vic the Viking**.

**47,733 minutes** of live action content produced.

**160 broadcast partners** in **110 countries** worldwide.

**Maya the Bee** is watched in more than **134 countries** globally.

**Vic the Viking** celebrates his **40th anniversary** as a popular animated children’s character in 2014.

**1,300 new Maya the Bee products** developed in merchandising and licencing in 2012.

**300 international licensees** partnered for **Maya the Bee**.

The first European production company to produce for Nickelodeon in the US in 2010 with **House of Anubis**.

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**STUDIO 100 • CORPORATE OVERVIEW**