

Pokémon makes a powerful comeback

Dream Theatre enters Content Syndication deal with Hungama TV; robust licensing plans to drive business

Internationally acclaimed kids franchise and toy brand, Pokémon has made a powerful comeback in India this summer with its launch on Hungama TV. Launched on 19th May 2014 and backed by a robust programming and promotion strategy the show is already being touted as the best kids show launched in the year. Reaching out to 57.1 Mn audiences across All India of which 24.2 million audiences are kids in till now and the show has ranked #1 in its prime play slot every week since launch.

Pokémon is one of the top brands internationally with a slew of TV series, Movies, Video-games, Toys and Consumer Products. The show is syndicated by Dream Theatre Pvt Ltd to Hungama TV marking its foray in the content syndication space adding to their already existing prowess in Licensing and Merchandising business in India. Dream Theatre will also handle Licensing and Merchandising portfolio for Pokémon in India and South Asia.

On the Licensing and Merchandising front, Dream Theatre is tying up licensees across multiple categories spanning toys, plush, apparel, back to school and others which will start hitting stores by January 2015. Says Jiggy George, CEO and Founder, Dream Theatre, “We are thrilled to partner with Hungama TV who share our excitement and passion about Pokémon and we believe it will scale new heights of popularity. On the licensing front we are excited to revive the Pokémon phenomena in India and build into an evergreen property in India.”

“Pokémon, true to Hungama TV’s proposition, celebrates the spirit of childhood with elements of fun, adventure, sportsmanship and friendship. The response to the series has been phenomenal and its success is a testimony to the fact great content packaged with interesting elements can definitely excite the kids of today. We are glad to be associated with Dream Theatre to bring back this internationally popular series on the channel”, said Devika Prabhu, Director, Programming, Media Networks, Disney India.

“We chose Dream Theatre for the relaunch of Pokemon in India as they have a great understanding of the market which includes both broadcast space and off-channel commerce. We are delighted that they have made the right steps to see the brand come back and win the heart of kids. We look forward to building a long term value of the Pokémon brand in India”, said Kenjiro Ito, Executive Corporate Officer, The Pokémon Company.

About Dream Theatre:

Dream Theatre is a brand management and licensing agency that creates and manages iconic brands in the kids and youth space in South Asia. Dream Theatre represents Warner Bros. Consumer Products for core portfolios of Promotional Licensing, Food and Beverages and Personal Care. In addition, for all licensing categories and portfolios, Dream Theatre represents

Pokemon, Rovio for Angry Birds, DreamWorks Animation, World Wrestling Entertainment, Sanrio for Mr. Men Little Miss and Hello Kitty, FIFA 2014, Real Madrid and Arsenal Football Clubs among others. For further information, please visit the website: www.dreamtheatre.co

About The Pokémon Company:

The forerunner of what is now The Pokémon Company (President and Chief Executive Officer, Tsunekazu Ishihara) was established in 1998. Headquartered in Tokyo, The Pokémon Company's operations span four key areas: video game production and development, trading card game business planning and promotion, licensing and quality control, and management of all official outlets selling Pokémon-related merchandise in locations throughout Japan. Upholding the brand through strict product evaluation and support for licensees, it ensures that the role-playing world of Pokémon remains a fresh, fun and exciting connective medium for players around the globe who enjoy collecting and exchanging the unique characters, which have grown in number to more than 700 since the release of the first video game in 1996.

About the Pokémon Media Franchise:

The first generation of Pokémon debuted in Japan in 1996 with the release of the Nintendo Game Boy role-playing video games Pokémon Red and Green. The original game concepts of capturing, training, battling and trading Pokémon with both fictional and real-world players continue today, and video games remain the inspiration for all other Pokémon-related content from trading card games to anime, film and manga. The franchise is a JPY 4.2 trillion enterprise enjoyed around the world, with more than 21.5 billion trading cards published and 260 million video games sold to date.

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