



MOONSCOOP

CODE LYOKO™

THE SERIES



- 97 Half hours over 4 seasons
- Genre: action/adventure/sitcom
- Target: 6+
- High-tech adventures featuring 2D & 3D CGI animation
 - incredible storytelling
 - exciting & engaging characters
- A true community phenomenon
 - worldwide exposure (over 100 countries)
 - online community at CodeLyoko.com now in English, French & Spanish
- Licensing and Marketing Program
 - Everlasting property with new developments over 2010-2011

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™

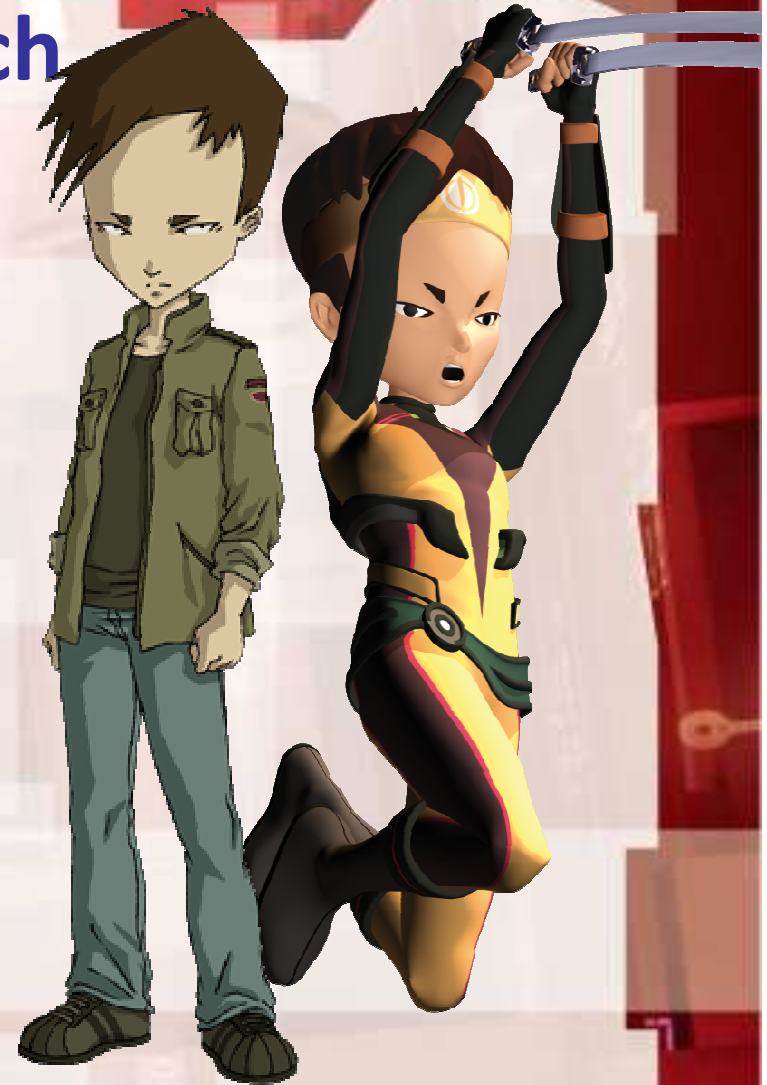
CODE LYOKO – DRIVING FORCES

- **97 x 26' episodes (4 seasons and 1 x 52' special)**
 - Long term TV exposure
 - Repeat episodes allow fans to delve deeper into the back-story
- **Unique mix of 2D animation sitcom and 3D Action/Adventure sequences**
 - Best aspects of two successful genres combined in each episode
 - Fast-paced action scenes
- **A secret quest with a deep back-story**
 - Fully-formed characters with interesting backgrounds are unlike most animated series
 - Strong core fan community
- **Strong characters which inspire role-playing**
 - Strong appeal within a wide target from 6 to 12 –Initial series core fan base 8-10 years old



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.



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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.



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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.



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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.



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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 Heroes / Villains : William

At the end of the season 3, William joins the team to help battle X.A.N.A. in Lyoko.

During the season 4, he falls under X.A.N.A.'s control and the team is determined to set him free.

He is very powerful;
his special power is the Super Smoke.



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Code Lyoko Villains : XANA & Monsters



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 in Korea
- CBC in Cambodia
- TV12 in Singapore
- Network 10 and Cartoon Network in Australia
- NOGA in Israel
- MBC3 in the Middle East
- CFI in Africa
- FRANCE 3 and CANAL J in France
- RTBF in Belgium
- TSR in Switzerland
- GMTV & CITV in the UK
- S4C in Wales
- RAI in Italy
- FORTA Channels in Spain + Clan TVE + Cartoon Network
- Canal Panda in Portugal
- VRT in Belgium
- CANAL+/ZigZap in Poland
- LNK TV in Lithuania
- SVT in Sweden
- NRK in Norway
- MTV3 in Finland
- ARES MEDIA in Turkey





US RATINGS FOCUS



Broadcast data

Period of Analysis : 25/09/06 – 08/12/06

Frequency : Daily (Mon – Fri)

Time Slot : 4:30 p.m.

Nb. of episodes : 50

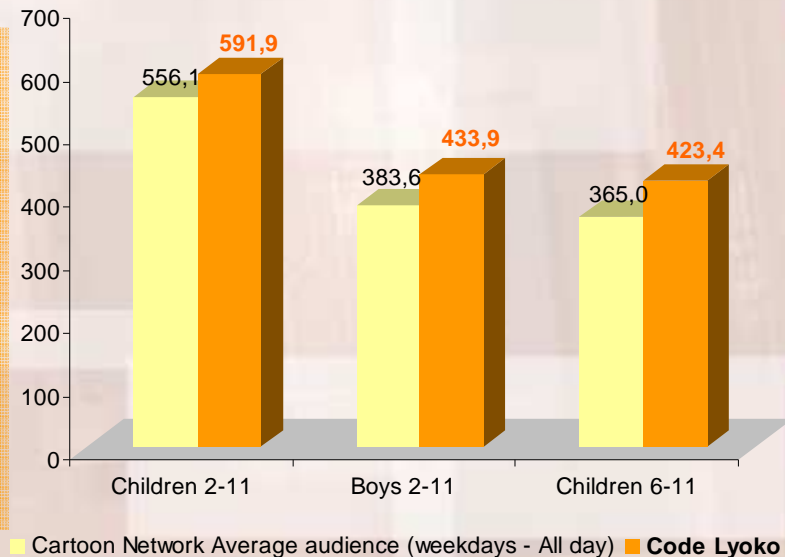
Key Highlights

- Code Lyoko was first aired on Cartoon Network on April, 19th 2004. Since then, about 500 episodes have been broadcast so far. On average, they have delivered a children 2-11 audience of 800.000 viewers. **On a regular basis, the cartoon appealed to more than 1 million children**, achieving its best audience on September, 08th 2004 gathering 1.4 million children 2-11.

- Despite 2 years of uninterrupted airing, Code Lyoko keeps on recording good results. Over the period analyzed, the cartoon reached an average audience of 591.900 children 2-11 and an average share of 8.2%. **It outperformed the channel's average weekdays audience, especially on children 6-11 (+16%).**

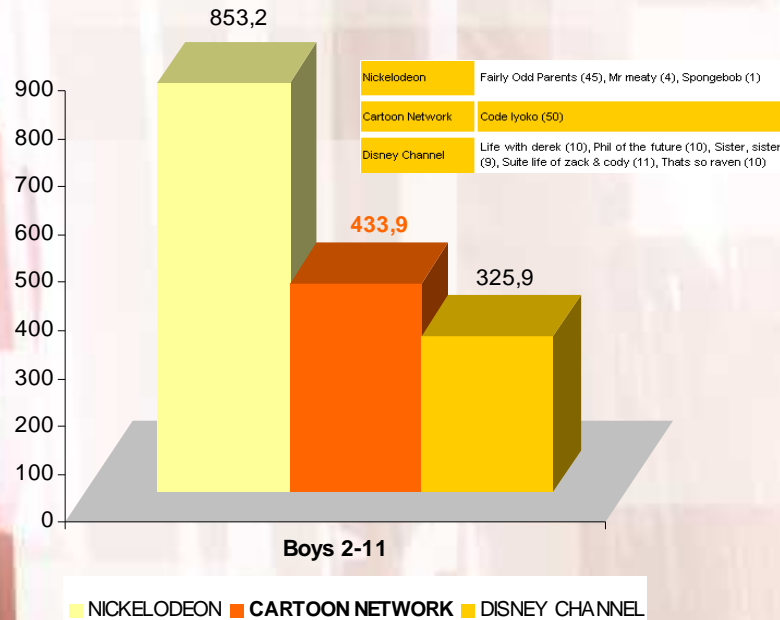
- Code Lyoko's gains viewers compared to its lead-in, especially among children 6-11 with more (+11%)

Code Lyoko Average Performances vs. Cartoon Network Average performances





Code Lyoko – Competition



Focus – Code Lyoko vs. American Dragon

Key Highlights

- In October 2006, among its core target group (6-11), **Code Lyoko** was among the third best performing Cartoon Network's programs aired on daytime.
- Broadcast in a fierce competitive environment, **Code Lyoko** managed to position second of the slot among boys 2-11. **Code Lyoko** was credited with a much better audience than Disney Channel's youth live action dramas such as *That's So Raven* or *Suite Life of Zack & Cody*.
- Finally, over the period studied, **Code Lyoko** achieved better results than *American Dragon*. This action-packed adventures cartoon broadcast on Disney is targeting the same demo group (children 6-11) than **Code Lyoko**.

Cartoon Network – Top 10 best performing shows*

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

* Top Methodology : October 2006 (06:00 a.m./06:00 p.m), ranked by Rat000s among 6-11. Maximum duration 30'.



SPAIN RATINGS FOCUS

Code Lyoko

Spain (Clan TVE)

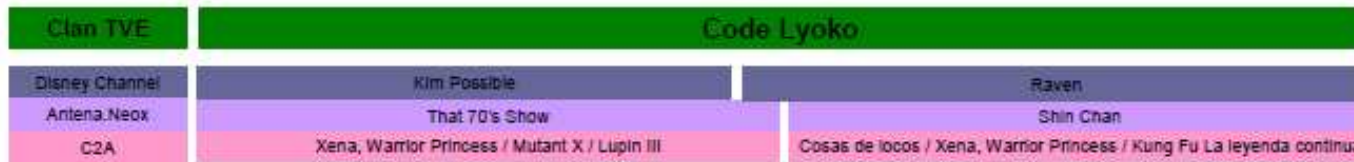


Code Lyoko Vs Competition

Target : Children 4-12 (Market Share Shr%)



Timeline



* Competitor: best performing channels on target 4-12 which broadcast childrens programs.



Source : Médiamétrie - Eurodata TV Worldwide / TNS Audencia de Medios

Code Lyoko

Spain (Clan TVE)



Top 10 Best performing Youth Programs

- **Analysed Period:** July 1st – December 31st 2008
- **Time slot:** Monday to Sunday, all day
- **Channel:** Clan TVE
- Ranked by TV ratings, and then by Market Share on Children 4-12
- **Method:** Top done based on the best episode of each program

Rk	Channel	We	Date	Program	Start Time	Dur	Children 4-12			Boys 94-12			Girls 94-12		
							rat%	sh%	shr%	rat%	sh%	shr%	rat%	sh%	shr%
1	CLAN TVE	Thu	11/12/2008	BEN 10	19:15	21	3.5	133.5	19.0	5.4	105.8	25.6	1.5	27.7	9.5
2	CLAN TVE	Thu	11/12/2008	CODIGO LYOKO	18:43	28	3.2	121.4	14.6	4.7	82.0	18.0	1.8	28.4	8.4
3	CLAN TVE	Sat	04/10/2008	MONSTER'S ALLERGY	9:57	22	2.9	111.9	11.5	3.0	58.6	11.5	2.9	53.3	11.6
4	CLAN TVE	Fri	07/11/2008	LA LEYENDA DEL DRAGON	20:34	22	2.7	102.9	12.1	3.4	67.7	15.4	1.9	35.2	8.6
5	CLAN TVE	Sat	29/11/2008	WICKIE, EL VIKINGO	12:40	23	2.6	99.2	13.3	4.0	77.7	19.7	1.2	21.5	6.1
6	CLAN TVE	Wed	24/12/2008	WINX CLUB	10:45	24	2.6	97.5	10.8	2.9	57.1	12.2	2.2	40.4	9.3
7	CLAN TVE	Thu	11/12/2008	LOLA Y VIRGINIA	18:30	14	2.5	96.7	17.6	3.5	69.3	26.2	1.5	27.4	9.6
8	CLAN TVE	Wed	01/10/2008	PICHI, PACHI, PITCH	20:01	24	2.3	88.2	14.3	2.4	47.1	15.3	2.2	41.1	13.3
9	CLAN TVE	Thu	25/09/2008	ARTHUR	17:12	24	2.3	87.3	13.4	2.4	47.8	14.8	2.1	39.5	11.9
10	CLAN TVE	Sat	13/12/2008	LAS AVENTURAS DE LA PEQUEÑA CARPA	10:09	22	2.3	86.3	9.8	3.5	67.8	14.9	1.0	18.5	4.3



BRAND STRATEGY

Video Game Releases

- Nintendo DS release (2nd Opus):
« Fall of XANA » by The Game Factory
(Worldwide)



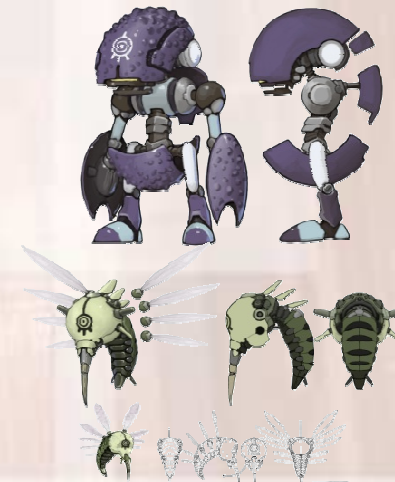
- PS2, PSP & Wii Release : « Quest for Infinity »
by The Game Factory and Mindscape
(Worldwide)



BRAND STRATEGY

MMORPG (Massive Multiplayer Online Role-Playing-Game)

- In collaboration with top online company CJ Internet, and a \$2 million budget.



- Features to include :
 - Full 3D
 - Real Role Play Universe
 - Full combat system



BRAND STRATEGY

Publishing

- Code Lyoko quadrilogy – Worldwide publishing partnership with Atlantyca

The Code Lyoko Chronicles explore the back story of Lyoko

A TLANTYCA
entertainment



- Novelisation: 11 volumes published since 2005 with Hachette (re-issues in discussion).

Over 200 000 copies sold, 3 new volumes in preparation.

HACHETTE
Jeunesse
Jeunesse



CODE LYOKO™

BRAND STRATEGY

DVD Releases

- Funimation – USA



- Universal – French speaking countries



- And also:

Warner (Spain), 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)...



BRAND STRATEGY

Code Lyoko

Official Website Expansion

Since 2004

More than 50 active and unofficial websites
Very active Official website (over 400k active users)



2009

- Website new design launch
- More contents on the Official website
- Code Lyoko affiliation system for unofficial websites with redirections to Official websites
- Web Tv

2010

Online Game Launch
Game Portal & Official Website
will be the same



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