



Naughty Boy



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China Film Animation



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馬小跳
MAXIAOTIAO





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CFA Executive Summary

China Film Animation Ltd. (CFA) is one of only two government-authorized joint ventures between the Chinese film industry and a North American movie group. It is the only venture with approval to do animation for Chinese and international media.

CFA has immense resources including:

- ◆ Full access to the advanced distribution and film production capability of the China Film Group Corporation;
- ◆ Technical support from Hualong Digital Film Production Co., the largest digital film production base in China;
- ◆ Services of CCTV, the key broadcasting partner for reach and viewer ship in China;
- ◆ DVD manufacturing and distribution services throughout China;
- ◆ An animation industry base and enormous talent pool;





Executives' Biography

Ping Jiang

Chief Operations Officer

A graduate of the Toronto Film School, Ping has developed many popular films and TV series, concentrating on joint ventures between Chinese and North American companies. Trained as an architect, she is also the author of three famous Chinese novels. She has over 15 years international business experience.

Allen Hatcher

Creative Director

Allen Hatcher has an extensive career in advertising and marketing with multi-national agencies and clients including Budweiser, Yamaha, Proctor and Gamble, and Ann Taylor as a Vice-President and Creative Director. He has won numerous awards in all media. He has created numerous scripts and screenplays for film and television in the U.S., Canada and China, including William Tell (animated feature) Cooking with Saints, Triangle Street and Shanghai Moon. Mr. Hatcher currently has two features (Wushu Warrior and Turbo Boy) in pre-production.



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Yang Hong Ying is the most popular writer of children's books in China. Her most famous series is 14 books about Ma Xiao Tiao (Naughty Boy). This series has sold has over 15,000,000 authorized copies (along with an estimated 20,000,000 pirated copies). This is more than double the China sales of Harry Potter.

Yang Hong Ying is now writing additional books for this classic. An animated version of this epic series, with 104 episodes, has been commissioned and is in production.

The first four episodes are complete, and the next 26 episodes will be finished in August of this year. Comic book serialization of these stories already are in wide circulation in primary schools.



Executive overview

The series is scheduled to debut on television (CCTV 1 + 500 additional provincial and local channels). The start date is set for October of this year. The branding and product placement opportunities are phenomenal, and national brand names are now being invited to purchase exclusive placement and branding rights. In addition there will be follow-on placement opportunities such as games, cell phone ring tones and icons. Comic book serialization of the stories is already in wide circulation in schools.

Only one brand per product group will be signed, and reservations are being made on a first-come, first-served basis. The deadline for signed agreements is June 15th.

The attached document will give you details about broadcast scheduling and coverage, story content and characters, branding and placement opportunities and ancillary merchandising and promotional prospects.





Synopsis



Ma Xiao Tiao is a highly original hero who is already an institution in China. The books and show have the opportunity to transmigrate to other countries and find an international audience.

He was born jumping and inspired his father, a toy designer, to make a jumping doll that became a sensation all over the world. Our hero is inventive, ingenious, and full of curiosity and attitude. He is always slightly out of step with the behavior of others, which is the essence of his appeal. Sometimes he's right, sometimes he's wrong, but he's always interesting. Each story has a reconciliation in which he learns a lesson or others learn from him. He is supported by a network of other characters that cross the spectrum of the exaggerated reality of a child's life.



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Characters



安琪儿



路漫漫



夏林果

An Qi'er is a freckled girl and neighbor who thinks he is the ultimate in cool. There is nothing she won't do for him and is constantly, normally to Ma's irritation, trying to be of help.

Lu Manman is her exact opposite. She is his arch nemesis and is constantly spying on him, taking notes on what he does and then reporting him to teachers, his parents and whoever can cause him difficulties.

Xia Linguo is the prettiest girl in school and the object of his adolescent desires. He worships the ground she walks on but always has a habit of screwing up in front of her. She is aloof and pretends to be unaware of his existence. But he is, of course, impossible to ignore.

While the girls play a role in his day-to-day life he has a 'gang' of guys who he runs with and who are always up for or in on his latest scheme and madcap project.



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Characters

张达



毛超



丁文涛



唐飞



Zhangda He is the original more brawn than brains. Nicknamed the 'Hippo' for his big mouth and wide frame, he is a willing accomplice to almost any antic.

Maochao He is the 'Ape'. Thin and efficient with a head full of ideas that come close to rivaling Naughty Boy.

Ding Wentao (Ma Xiaotiao's classmate)

Nicky name: "Economist" "Doctor"

Character: Pretend to be mature, self-esteem, show-off, teachers' pet, economic sense, selfish, cowardice, have it both ways and affectation.

Tang Fei (Ma Xiaotiao's classmate)

Wearing a jacket, he also wears a strange haircut and keeps a stick candy in his mouth. He always develops a corporation. Lazy, capricious, easy-crying, mean, debt - to - equity swap, complaining, show-off, goodness of heart, and lovely.



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Characters



Ding Rui



Ma Tianxiao



Qin Meili

Ding Rui (Ma Xiaotiao's mom)

Slim and elegant with long beautiful wavy hair. She is the standard of beauty.

Character: Gentle, family comes first, naive and lovely, considerate, romantic, easy-crying and easy-laughing with a big stomach, fantasy-loving, Lack of mind of her own and careless.

Ma Tianxiao (Ma Xiaotiao's Dad)

Pays no attention to details. He has a short-memory and always does something that makes his wife feel ridiculous. So, in their family, it is his duty to earn money, but it is his wife's duty to control the money.

Qin Meili Other name: Teacher Qin (head teacher)

She is only 40 years old but, in children's eyes, she is completely a grandmother because she is very strict and always wears a uniform.



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Main media

National mainstream media and professional media release news about the series, social values of the animation, brand alignment strategies, etc. The fame of Ma Xiaotiao animation brand can be greatly improved through brand image promotion and non-commercial promotion activities at different stages in various regions. A sound Internet audiovisual delivery and promotion platform has been established through cooperation with web sites such as Tencent QQ, Mop, Sina, Sohu, Yahoo and TOM. E-commerce for merchandise from the "Ma Xiaotiao" series is also actively promoted through cooperation with Internet Operators such as China Telecom.

Ma Xiaotiao: The movie

The movie of Naughty Boy-Ma Xiaotiao started shooting by October 2007. Together with the 104 TV series and an 88 minutes telefilm, Ma Xiaotiao will get more and more brand recognition. Moreover, it will be an effective way to improve the market share of your product if it appears in our shows.

Official website

The official website of Ma Xiaotiao is operational, and it extends our ability to market the series and move and increase product and brand visibility for ourselves and our commercial partners.





Promotion

Activities

- Press briefing if any
- Charities
- Ma Xiaotiao Club and summer camp
- Meeting between Yang Hongying and fans
- Screenings

Solicit articles

Any themed articles regarding Ma Xiaotiao are encouraged. Writers will take part in several rounds of competition. The winner will be rewarded with merchandising products from our shows.

Exhibition

- Beijing International Toys & Preschool Tools Exhibition
- The 9th National Toys and Children's Necessities Fair
- Shanghai International Toy Expo
- Shanghai International Licensed Products Expo.

Main Promotion Areas: Guangdong, Shanghai and Beijing





Product placement opportunities

This most famous of children's books is a superb placement opportunity for products aimed at Chinese youth. 100 of the 104 episodes are open to full creative input from the client. In other words, entire episodes can be created where your product is integral to the story.

Only one product will be allowed for each category. Categories identified are:

- ◆ Toys
- ◆ Games
- ◆ Beverages
- ◆ Snacks
- ◆ Fast Food
- ◆ Clothing
- ◆ Shoes
- ◆ Caps
- ◆ Sunglasses
- ◆ Sports equipment (skateboards, roller skates, basketballs, etc)
- ◆ Computers
- ◆ Cell phones
- ◆ Backpacks
- ◆ IPOD-Discman, etc
- ◆ Movies, DVD's
- ◆ Books
- ◆ Appliances (TV's, Refrigerators, AC, Stove, etc)
- ◆ Cooking ingredients (rice, cooking oil, sauces)
- ◆ Bicycles
- ◆ Locations (amusement parks, malls, etc)



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Valuation

Description				
1 Time duration (Second)	10"	15"	30"	
2 Appears in film	900,000RMB	1275,000RMB	2580,000RMB	
3 Language and activity involved in film	\$128,570	\$182,145	\$368,570	
4 Appears in opening credits	1800,000RMB	2625,000RMB	5,160,000RMB	900,000RMB
5 Appears at the end of film on credits	\$257,145	\$375,000	\$737,145	\$128,570
6 Both opening and closing				1500,000RMB
				\$214,285
				2250,000RMB
				\$317,860

Note:

This price is for guaranteed showing in 4 episodes.



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Thanks for your time

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