



ROAR-ING INTO SEASON 3!



Award-winning series that follows the “pre-westoric” adventures of the Cassidy family and their adopted kids, Jon, Min, and Miguel!

DINOS! DINOS! DINOS!

Preschoolers love dinos! Each Rancher has their own tricera-tastic dino friend. Jon’s speedy raptor **Blitz**; Min’s big hearted brontosaurus **Clover**; and Miguel’s mighty triceratops **Tango**. They discover the thrill of ranch life while navigating the great outdoors as a team!

TARGET DEMO Preschool (2-5 Years)

SWEET SPOT 3 - 4 Years

GENDER SPLIT 55% Boy/ 45% Girl



CORE - SEASON 1

52 X 11S
MEET THE CASSIDY FAMILY AND
THEIR DINO FRIENDS



SOAR - SEASON 2

52 X 11S
INTRODUCE FLYING DINOS
& "DINO-SOAR" TENTPOLE



ROAR - SEASON 3

52 X 11S
CONSTRUCTION THEME,
INCLUSIVE FAMILIES & DIVERSE
STORYTELLING

DINO-MIGHT BRAND HIGHLIGHTS

- **Global ratings hit** across top broadcasters including Disney Junior, Disney+, SRTL, Gulli, Tiny Pop, Clan and Cartoonito.
- **Airs globally** in 170 markets and 15 languages.
- **Season 3** premiered on Disney Junior US in September 2023, with Disney+ drop in February 2024
- **Season 3** roll-out in Canada, UK & Ireland, Australia, Italy & LATAM in Q1 24, followed by other international markets throughout 2024.
- **Year-round marketing activity** across social and YouTube with broadcaster support around key brand beats.
- **"Always on" YT channels** (ENG & SPA language) boasts over 453M views and 786K subscribers globally.
- **Dino Days (May 15th - June 1st):** Season 3 'Mountain ROAR' tentpole premieres on Disney Junior and CBC, plus social contests and consumer marketing globally!



- **Global partners** Jazwares (master toy) and Scholastic (publishing)
- **Licensed products** span across apparel, accessories, home, seasonal, social expressions, party supplies, console games, Tonies® figure and more!
- **New releases 24** – Food & promotion



60
LICENSEES
GLOBALLY

For more information:
www.boatrockerccontentsales.com

Follow us on

