



DANIEL  
**SPELLBOUND**

  
BOAT ROCKER  
Q2 2024



# INDIANA JONES MEETS HARRY POTTER IN THE MIDDLE OF NYC

In modern-day New York City, magic is real - it's just hidden from the public. But Daniel Spellbound knows where to find it. As a tracker of magical ingredients, he makes his living selling rare goods. But when he discovers a strange ingredient, Daniel catches the attention of dangerous alchemists and he suddenly must test his skills on an adventure around the globe, while the magical world hangs in the balance!

# 2

Seasons

S1 (10 x 22s)  
S2 (10 x 22s)

# 8-11

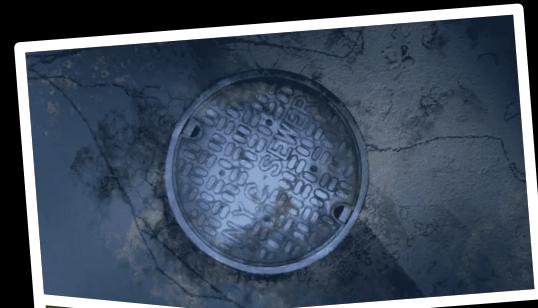
Boys  
Target Demo



WINNER! - Best Animated Program (6+)

# NETFLIX

ORIGINAL





NETFLIX

THE MAGICAL INGREDIENTS  
OF DANIEL SPELLBOUND

FANTASY

FRESH TAKE ON MAGIC AND ALCHEMY

COMEDY



THE MAGICAL INGREDIENTS  
OF DANIEL SPELLBOUND

AUTHENTIC COMIC BOOK INSPIRATION

**ACTION & ADVENTURE**

MODERN NEW YORK SETTING

# NETFLIX RANKING

## TOP 10 IN US

following launch of  
Season 1 &  
Season 2

## TOP INT'L MARKETS

- Brazil
- Czech Republic
- India
- Romania
- Slovakia
- Sweden

S1 AND S2

TOP 10

Average Rank among  
Kids Content  
in 25+ Countries

Magic is everywhere... if you know where to look.

# AN INCREDIBLE WORLD WHERE MAGIC IS HIDDEN IN PLAIN SIGHT

Daniel Spellbound provides a fresh take on established lore. This is a world where wizards are Hot Dog salesmen, mermaids live in a sewer beneath Brooklyn, and Gremlins run laundromats.



Tyson



THE PIE MAKER

The image is a still from the movie 'The Sandlot'. In the foreground, two characters are seen from behind, looking towards the center. On the left is a woman with a red headband, and on the right is a man in a purple shirt. In the background, five villains in black suits with glowing yellow visors and chest emblems stand in a line. They are holding glowing yellow blades. The background wall is covered in colorful graffiti, including a large blue and red graphic that resembles a stylized 'S' or a similar symbol. The overall lighting is dim, with the primary light sources being the glowing elements of the villains and the graffiti.

**IF YOU'RE GOING TO SAVE THE  
WORLD, YOU CAN'T DO IT ALONE.**

When multiple villains are after you, you're gonna need some help. Building strong friendships, with people you can trust will help you get through and make some good decisions along the way.



# THE CHARACTERS



DANIEL SPELLBOUND



THE BEST TRACKER THERE IS...  
OR AT LEAST HE THINKS HE IS

# THE CHARACTERS



HE CAN SNIFF OUT MAGICAL POWERS...  
DID WE MENTION HE WAS ONCE A HUMAN?

HOAGIE

# THE CHARACTERS



A ROOKIE DOWSER WORKING FOR THE BUREAU OF MAGIC AND DANIEL'S NEMESIS

LUCY SANTANA

# ENCOUNTER OVER 20 MAGICAL CREATURES AND BEINGS

## OGRES



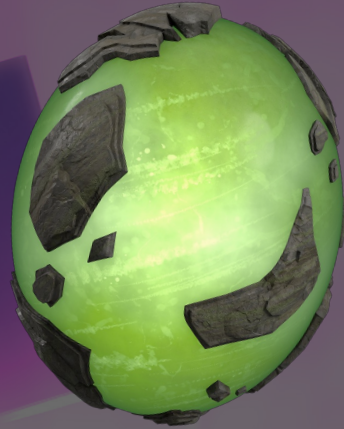
## WITCHES

## DARK MAGE



# ENCOUNTER OVER 20 MAGICAL CREATURES AND BEINGS

WIZARDS



GOBLINS

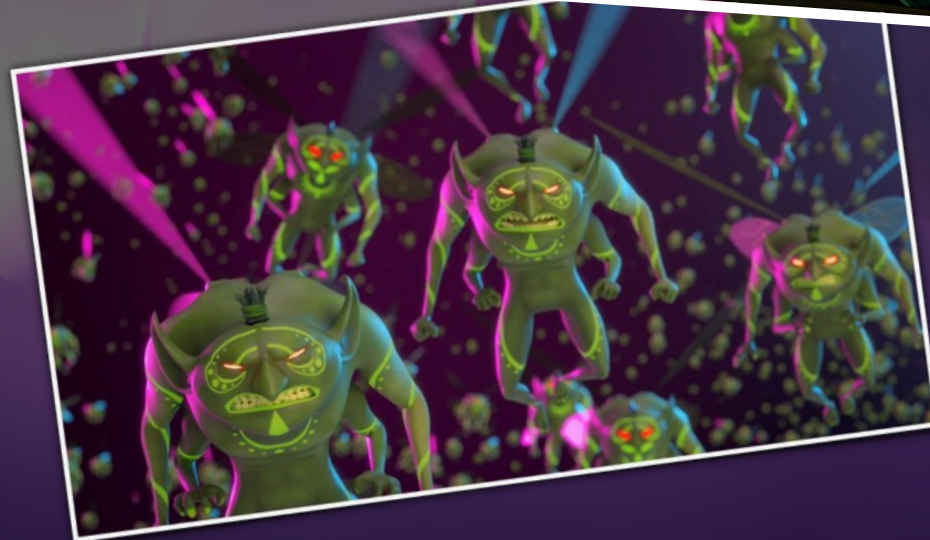
ALCHEMIST



ENCOUNTER OVER 20 MAGICAL  
CREATURES AND BEINGS



MERMAIDS

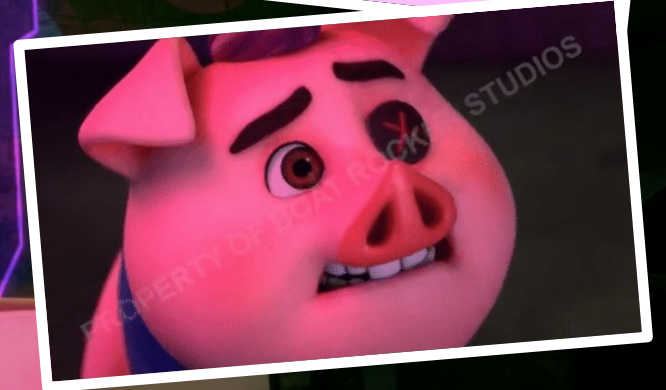


FAIRIES

CHEAT  
CODE



MEET NEW  
TRACKERS  
AT THE  
CHEAT CODE



# TRACKING MAGICAL PARTNERS



SKATEBOARDS/  
SPORTING GOODS



FIGURINES/COLLECTIBLES



GAMING

HOODIES/APPAREL/STREETWEAR



# THANK YOU!

Kate Schlomann  
EVP Brand Mgmt. Content Marketing  
[kate.schlomann@boatrocker.com](mailto:kate.schlomann@boatrocker.com)

Gia Delaney  
SVP Global Distribution Sales, Kids & Family  
[gia@boatrocker.com](mailto:gia@boatrocker.com)

Emmanuelle Cadet  
Brand Marketing & Licensing Director  
[emmanuelle.cadet@boatrocker.com](mailto:emmanuelle.cadet@boatrocker.com)



BOAT ROCKER

# THANK YOU!

**JON RUTHERFORD**  
PRESIDENT, BOAT ROCKER STUDIOS, RIGHTS  
[JON@BOATROCKER.COM](mailto:JON@BOATROCKER.COM)

**KATE SCHLOMANN**  
EVP BRAND MANAGEMENT & CONTENT  
MARKETING  
[KATE.SCHLOMANN@BOATROCKER.COM](mailto:KATE.SCHLOMANN@BOATROCKER.COM)

**GIA DELANEY**  
SVP GLOBAL SALES, KIDS & FAMILY  
[GIA@BOATROCKER.COM](mailto:GIA@BOATROCKER.COM)

**HENRY OR**  
SVP, STRATEGIC PARTNERSHIPS, ASIA  
[HENRY@BOATROCKER.COM](mailto:HENRY@BOATROCKER.COM)

**JESSICA WATSON**  
VP GLOBAL SALES & STRATEGIC  
PARTNERSHIPS  
[JESSICA@BOATROCKER.COM](mailto:JESSICA@BOATROCKER.COM)

**KELSEY GRIFFIN**  
DIRECTOR, GLOBAL SALES & PARTNERSHIPS  
[KELSEY@BOATROCKER.COM](mailto:KELSEY@BOATROCKER.COM)

**FABIEN CHING**  
MANAGER, GLOBAL SALES & LICENSING, ASIA  
[FABIEN@BOATROCKER.COM](mailto:FABIEN@BOATROCKER.COM)



**BOAT ROCKER**

[WWW.BOATROCKERCONTENTSALLES.COM](http://WWW.BOATROCKERCONTENTSALLES.COM)