




BOAT ROCKER
Q1 2024



DINO RANCHERS RIDE!

Pure DINO-DRIVEN fun!
As the young ranchers learn the ropes, they discover the thrill of ranch life while navigating the great outdoors through unpredictable challenges.

Preschool
(2-5 year)
Target Demo



Gender
Neutral



**UNIQUE COMBO...
COWBOYS & DINOSAURS!**



A ROARING FRANCHISE!



CORE - SEASON 1 52 x 11"

MEET THE CASSIDY FAMILY AND
THEIR DINO FRIENDS



SOAR - SEASON 2 52 x 11"

INTRODUCE FLYING DINOS AND "DINO-
SOAR" TENTPOLE



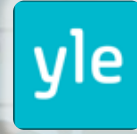
ROAR - SEASON 3 52 x 11"

EVERGREEN CONSTRUCTION THEME, INCLUSIVE
FAMILIES & MOUNTAIN ROAR TENTPOLE

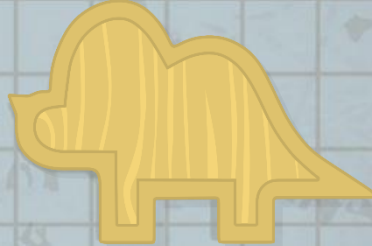
AVAILABLE IN 170+ COUNTRIES



kids'CBC



IN OVER 15 LANGUAGES





LOVED BY KIDS EVERYWHERE!

Q4 2023 INTERNATIONAL RATINGS WITH KIDS 2-5

3M Kids 2-5 reached in H2 23



Top 10 show on Channel in UK,
Italy, Denmark, Portugal





WHAT'S HATCHING IN SEASON 3?

52 x 11 mins

MOUNTAIN ROAR TENTPOLE

1 x 22 min, 2-part special
+ 4 supporting episodes

3 Seasonal Eps



**DINO
RANCH**



SYNOPSIS

Family is at the heart of Dino Ranch, and S3 extends family to include the whole community.

Prepare for an action-packed season centered around the thrilling theme of 'construction.' Our fearless Ranchers won't just be building structures; they'll be building lifelong bonds with their buddies and neighbors!

The Dino Ranchers' expertise on dinosaurs and the natural world helps them find compassionate solutions to difficult problems.

What's new? Introducing exciting characters that celebrate diversity and inclusion, making sure everybody feels at home on Dino Ranch.

Dino Ranch is where adventure, friendship, and family unite like never before!

SEASON 3 ROLL-OUT



- US Premiere Sept 11th '23
- All new eps Mondays at 9:55am ET
- New linear eps airing in Jan – June, with tentpole eps premiering in late May
- S3 also available on DisneyNOW
 - Full cross-channel marketing campaign inc on-air trails, social & YouTube ads
- US Disney+ drop coming Feb '24



HATCHING INTERNATIONALLY FROM Q1'24



WELCOME TO DINO MOUNTAIN!



MOUNTAIN ROAR!

COMING MAY
2024 (US)

“MOUNTAIN ROAR” TENTPOLE

The thrilling and adventurous tentpole special takes our dino ranchers to the new Dino Mountain location – an iconic T-Rex shaped peak filled with construction trucks, rails, trails and beautiful gems.

- ✓ 22-minute special + 4 story-arc episodes
- ✓ NEW Dinos, Characters, Locations, Vehicles, Construction Gear and Gadgets!



ALWAYS ON YouTube



DINO-MIGHT LTD* PERFORMANCE!

- **453M** Views
- **20.7M** Hours Watched
- **786K** Subscribers
- **NEW: S3 Livestream!**



Full Episodes



Clips & Compilations



Music Videos



Toy Play

*LTD as of February 2024

SING ALONG WITH DINO RANCH!


Soundtrack Streaming Now!

INCLUDES:

Show Theme Song

Extended Cuts of Original Songs






Dino-fied Nursery Rhyme Songs



Verified Artist

Dino Ranch

14,920 monthly listeners

	Dino Ranch Theme	785,330
	Sleepy Sleepy Dinosaur	147,183
	TANGO	217,892
	The Big Ol' Grumpy Angus	181,386
	Rock-a-Bye Dino	134,152

Dino Ranch

1.2M

Streams

83.7K

Listeners

53.8K

Hours

140

Countries



74.8K

New Listeners

15.9K

Saves

5.9K

Playlists

696

Top Artist Fans



#SPOTIFYWRAPPED



LISTEN NOW >>>>



PLAY ON MOBILE !



25 Educational Games For Kids 3-7

- Amazing designs and characters
- Audios and animations in all the activities
- Easy and intuitive interface for kids
- Stimulates imagination and creativity
- Available in 7 languages: English, French, Spanish, German, Italian, Latin Spanish and Portuguese



...AND NOW ON CONSOLE!

LAUNCHED AW23 GLOBALLY

\$\$\$ MULTI-PLATFORM CAMPAIGN





ENGAGING WITH PARENTS



DINO FACT

Some dinosaurs were tiny. One of the smaller known dinos, Microraptor, was small enough to hold in an adult's hands!



When it's been a whole 5 minutes since their last snack...



The best thing about being a parent is...



AMPLIFYING KEY MOMENTS THROUGHOUT THE YEAR

MILLIONS OF IMPRESSIONS INC ORGANIC AND PAID CAMPAIGNS

ROARSOME PRODUCTS



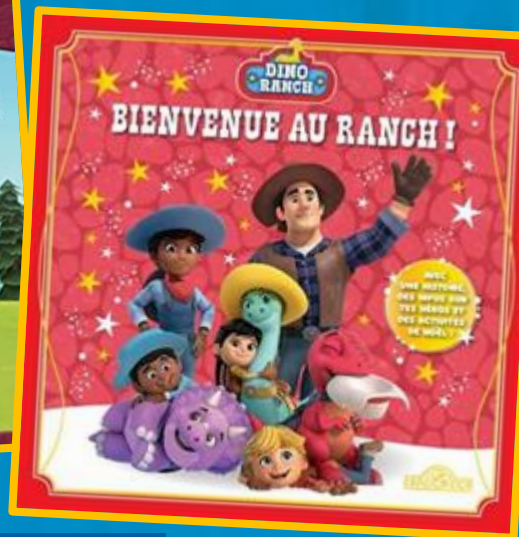


GLOBAL LICENSING PROGRAM

60+ Partners



100+ BOOKS AVAILABLE IN 8 LANGUAGES!



 SCHOLASTIC

Ravensburger

EGMONT

LES LIVRES DU
DRAGONDOR



One little box. Countless big adventures.

The Toniebox comes to life when paired with our hand-painted Blitz figure, featuring up to 60 minutes of Dino Ranch stories, songs and more!

This tonie teaches kids about:

- Teamwork
- Perseverance
- Family Bonds

**AVAILABLE
NOW**



2023 NEW RELEASES

US and Canada



NEW RELEASES 2023

LATAM



NEW RELEASES 2024

EMEA



★ HESBURGER ★



SkyBrands



BRAND STORE

Launched in US, UK, Germany, France, Italy and Canada

AMS & DPS

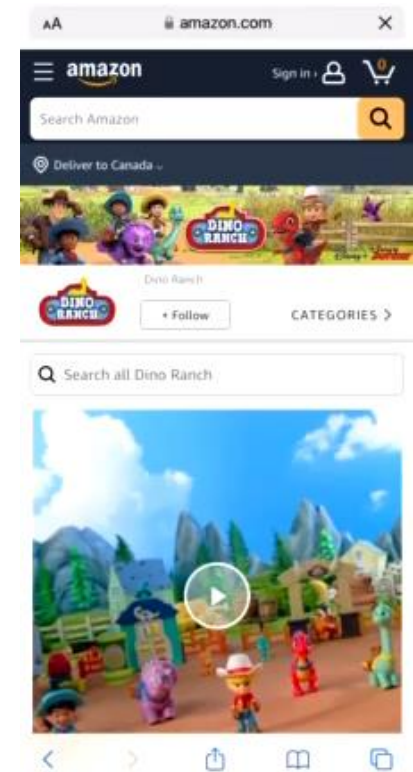
Investment

BEST IN CLASS

Supporting Partners To Guarantee A+ Content



Instagram Stories Pushing Back to AMZ Brand Shop



Utilize influencer photos to show the Dino Ranch products in action with a push to the Amazon Brand Shop



**INT'L
MARKETING
HIGHLIGHTS**



TUNE-IN ACTIVITIES DISTRIBUTED IN 700+ HIGH FOOTFALL FAMILY LOCATIONS

DINO RANCH
DINO SOAR!

DINO TREATS!
How many treats can you find on this sheet? Don't count the one on the left.

TIDYING UP
Can you spot all the things in the circles in the room below?

COLOUR US IN!

ODD ONE OUT
Can you spot which picture of Miguel and Tango is the odd one out?

Answers
Symbol Lasso
Gift Hunt 10
Spot 7 Differences
Special Snowflake
Muddled Up FRIENDS
Dino-Maze

SPECIAL SNOWFLAKE
Help Min and Clover find the snowflake in the circle somewhere above.

DINO MAZE
Help Jon get through the maze to reach Blitz!

MUDDLED UP
Can you unscramble these letters to reveal the word?
R F N I E D S

SPOT 7 DIFFERENCES

PLAY DINO RANCH RIDE TO THE RESCUE ON NINTENDO SWITCH!

SCAN THE CODE TO LEARN MORE

122,300 activity sheets distributed
in Q4 2023



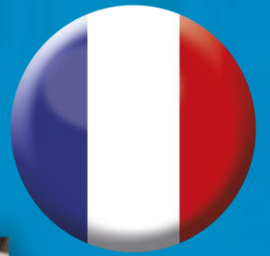
UK



Over 2.5M in Footfall
122K Kids Entertained!
20K Magazines Distributed

SOARING WINTER

France



Shopping Mall Tour Oct /Nov



360 Media Campaign – 3 weeks from 9/12

Over €250 media value
TV & digital spot, social media and PR campaigns
Drive to 15 Gulli Parcs with Dino Activation



Xmas debut : on-air 23/12



T'RIFIC TOGGO ACTIVATIONS



Q1 2024
360 Campaign
On-air, digital, radio
Over 300k media value





Saurier park

Saurier Park Summer '24 Partnership



FAN ENGAGEMENT



DENMARK TVC

**2 week national campaign
driving to Dino Ranch at
Cirkusland**

**COSTUME CHARACTER TOURS
ITALY & DENMARK – 50+ SUMMER DATES**

LET'S RIDE!



**DINOS
ARE
EVERGREEN!**



**TOP GLOBAL
BROADCAST
PLATFORMS
TOP 10 SHOW!**



**You Tube
453+MM
VIEWS!**



**SEASON 3
INT'L ROLL-OUT
UNDERWAY**



**60+
LICENSING
PARTNERS
GLOBALLY**



THANK YOU!

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