

Company Profile

YOU NEED CHARACTER

YOU NEED CHARACTER

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Since 2017

Company Profile

Company Name

You Need Character

CEO

Minsu SONG

Year of Establishment

2017

Business Category

Character, Animation

Tel:

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Email

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Website:

<https://www.youneedcharacter.com/>

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Company Introduction

You Need Character is a company for character creation, animation planning and production, and educational content production for children. It is established in 2017 by CEO Minsu SONG from iCONIX, the original company for Pororo. From the beginning of its foundation, It is expanding its global business aggressively.

Animation - Cricket Pang

26 episodes X 11 minutes

Target Audience

Pre-school

Production since

2020

Season 1

Completed

Season 2

Under production

Available languages

English, Hindi, Tamil,
Spanish, Korean, Chinese

Website

<https://www.cricketpang.com/>

Showcase

<https://vimeo.com/showcase/7709124>

YouTube

<https://www.youtube.com/watch?v=BDIHgIKzFFQ>



Animation Concept

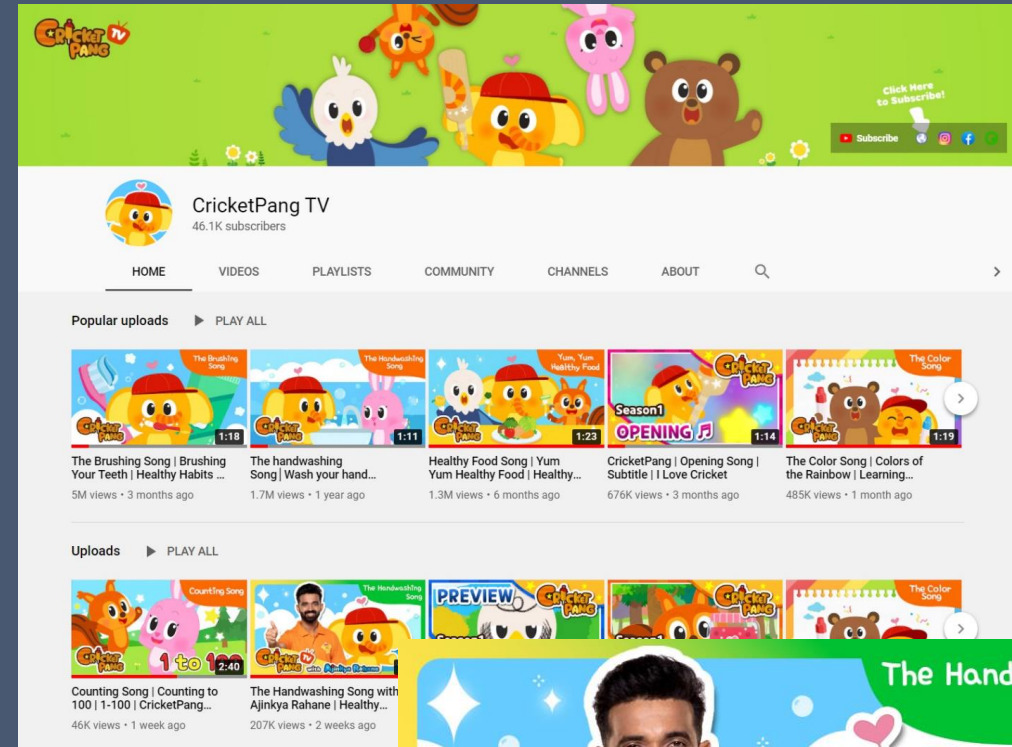
Cricket Pang is a cricket themed animation for young children globally. The main character is 'Pang' the elephant, gathering with his animal friends. 26 unique episodes of 11 minutes contain exciting stories where Pang and his friends learn about problem solving, cooperation and communication skills through struggles and conflicts. These basic, yet fundamental lessons can be learnt by and applied to all children from any part of the world.

YouTube Channel - CricketPangTV

The Cricket Pang TV YouTube Channel exceeded

- 80K Subscribers
- 15 million views

World famous India's national Cricket player, Ajinkya Rahane is the representative ambassador and actively promoting our animation in India.



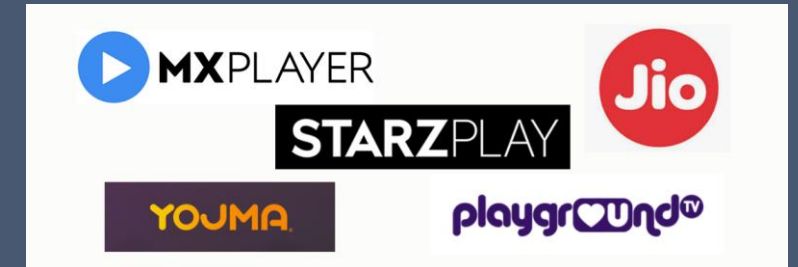
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TV and OTT Channels

Now the Cricket Pang TV has launched on the largest OTT Service channel JIO TV since March 2021.

Also, it is now On Air on the major TV channel MBC in Korea as well as various channels internationally including Kidoodle TV in Canada.



Storybook Publishing

In August 2021,

Cricket Pang storybooks will be
launched by the global publisher

Harper Collins.



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Edutech

Exceeded 100K downloads

We are now in the planning stage
of further launching
Edutech business using
the Cricket Pang IP.



Thank You

If you have any enquiries,
Please do not hesitate to contact us.

ync.david@gmail.com