

**STUDIO GALE**

**Korea's Leading Animation Studio**

in Animation Planning and IP development with the World's Attention



# Company Introduction

- Corporate Name : Studio Gale Co., Ltd.
- CEO : Chang Hwan Shin
- Staff : 100
- Foundation Date : February, 2008
- Business Area : Animation Planning & Producing, VFX R&D, Immersive Contents, Content Business

## STUDIO GALE

### IP Creating

Animation, Character IP  
Planning & Development

### Animation Prod.

Modeling & Setup / Key Animation /  
Lighting & Compositing / VFX

### Technology R&D

Unity3D, Unreal Engine, Anamorphic

64, Pangyo-ro 255 beon-gil,  
Bundang-gu, Seongnam,  
Gyeonggi-do, Korea

## STUDIO GALE CENTUM

### Animation Prod.

Modeling & Setup / Key Animation /  
Lighting & Compositing / VFX

### 3D Stereoscopic Lab

3D Stereoscopic Sweetening /  
4K Rendering

### Glocal Content

Glocal Digital Contents Planning

140, Suyeonggangbyeon-daero,  
Haeundae-gu, Busan, Korea

## STUDIO GALE GWANGJU

### Animation Prod.

Modeling & Setup / Key Animation /  
Lighting & Compositing / VFX

### Glocal Content

Glocal Digital Contents Planning

46, Songam-ro 24beonga-gil,  
Nam-gu, Gwangju, Korea



### [Major Projects]

- Pororo, The Little Penguin (TV series, 2003 ~)
- Tayo, The Little Bus (TV series, 2010 ~)
- Tish Tash (TV series, 2020 ~)
- Tomoncar (New Media & TV series, 2020 ~)
- Wilbengers, Mysterious Camping (Feature Animated Film, 2022. 06.)
- Nanolist (OTT series animation / TVING Original)
- Housekeeper (OTT series animation / Pre-Production)







2020~ Chairman of \*KAPA  
 2017~ Organizing Committee for the \*BIAF  
 2017~ Registered Director of ICONIX  
 2017~ Content Business Advisory Committee of \*KOCCA  
 2014~ Member of Seoul Film Commission

\* KAPA : Korea Animation Producers Association  
 \* BIAF : Bucheon International Animation Festival  
 \* KOCCA : Korea Creative Contents Agency

Career

2017~2020 Vice Chairman of KAPA  
 2019 The Prime Minister's Award / Korea Content Award  
 2014~2016 Chairman of Creation Dept. of 'KAPA'  
 2001~2008 Director of Content Planning Dept., ICONIX  
 1999~2001 Producer of Animation Dept. Diamond Advertising  
 1995~1999 Art Planner of Diamond Advertising  
 1995 Bachelor, Visual Design Seoul National Univ.

Works

2020~ Executive Producer and Director of 'Nanolist'  
 2019~ Executive Producer and Director of 'ToMonCar'  
 2017~ Executive Producer and Director of 'Tish Tash'  
 2016~ Executive Producer and Director of 'Pipilu Rangers'  
 2015~ Executive Producer of 'Journey of Long'  
 2011~ Executive Producer and Director of 'Grami's Circus Show'  
 2009~ Executive Producer and Director of 'Tayo, the little Bus'  
 2006 Producer of 'Chiro and Friends'  
 2001~ Producer and Director of 'Pororo the Little Penguin'



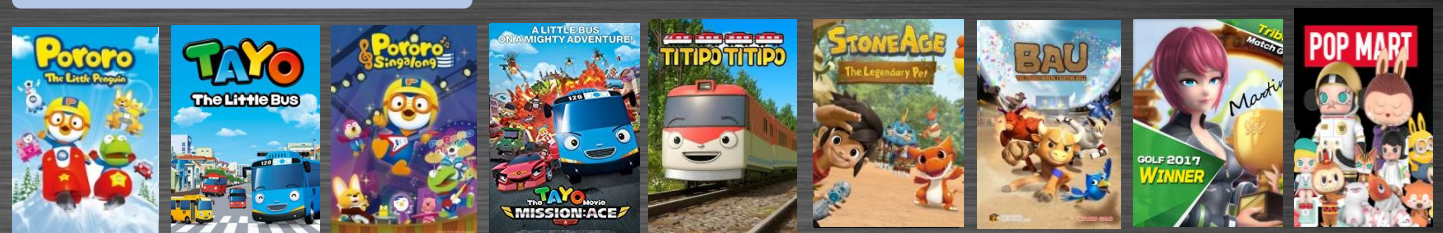
# Award & Selection History

- |  |  |
|--|--|
| <p>2012</p> <p>Finalist in the TV series category at the French Annecy Animation Festival for &lt;Grami's Circus Show&gt;</p> <p>Finalist in the TV series category at the Seoul International Animation Festival for &lt;Grami's Circus Show&gt;</p> <p>Grand prize in Korean 3D content for Circus Show</p> <p>2013</p> <p>Animated Featured Film &lt;Millionaire Woody&gt; selected by KOCCA for pre-production support</p> <p>Selected by the Ministry of Culture, Sports, and Tourism and the Industrial Bank of Korea (IBK) as a Leading Cultural Content Company</p> <p>Selected as an INNO-BIZ SME for technological innovation</p> <p>2014</p> <p>Grand Prize in the TV series category at the Cartoons on the Bay Festival for &lt;Grami's Circus Show&gt;</p> <p>Korea UHD Excellence Award for &lt;The Transforming Fighting Bull Bau&gt;</p> <p>2015</p> <p>Finalist in the TV pilot category at the Italian Cartoons on the Bay Festival for &lt;Journey of Long&gt;</p> <p>SPP Character Top prize for &lt;Journey of Long&gt;</p> <p>&lt;The Adventures of Bani&gt; selected as a work planned for production by the Korea Film Promotion Board</p> <p>Special Award from judges at the Bucheon International Animation Festival for &lt;Grami's Circus Show&gt;</p> <p>Grand Prize in the best 3D animation category at the Singapore Asian TV awards for &lt;Grami's Circus Show&gt;</p> | <p>2016</p> <p>Ani-Variety Supporting Project Final Selection &lt;Journey of Long&gt;</p> <p>Korea Contents Award, KOCCA Director Award &lt;Telemonster&gt;</p> <p>2017</p> <p>Busan IT Industry Promotion Agency, Star Project Support &lt;Hi, Chou Chou&gt;</p> <p>KOCCA, Animation Production Support Project &lt;Pipilu Rangers&gt; Season 1</p> <p>Asia-EU Cartoon Connection Pitching Selection Award &lt;Millionaire Woody&gt;</p> <p>2018</p> <p>Cartoon Movie in Bordeaux French Pitching &lt;Millionaire Woody&gt;</p> <p>KOCCA, Level Up Project Support &lt;Tish Tash&gt;</p> <p>2019</p> <p>KOCCA, Level Up Project Support &lt;Pipilu, Safety Rangers&gt; Season 2</p> <p>2020</p> <p>KOCCA, Animation Production Support &lt;ToMonCar&gt;</p> <p>Korea Content Awards, KOCCA Director Award &lt;Journey of Long&gt;</p> <p>2021</p> <p>Korea Content Awards, Minister of Culture, Sports and Tourism Award &lt;Tish Tash&gt;</p> <p>International Emmy Award for Best Kids Animation &lt;Tish Tash&gt;</p> <p>UK exports to BBC (Kids Channel 'Cbeebies')</p> |
|--|--|

## Self-Developed & Co-Produced IP



## Prod. Serviced IP





# Core Contents

## TV Series Animation

## Celebrity IP Animation

## OTT Series Animation

## Immersive Contents

Tish Tash (2020 ~ )  
 Tomoncar (2020 ~ )  
 Journey of Long (2019~)  
 Grami's Circus Show (2014~)  
 Titipo Titipo (2018~)  
 Tayo, The Little Bus (2010 ~ )  
 Pororo, The Little Penguin (2003 ~ )

\*Celebrities and pets  
 animated characterization

Wilbenger's Suspicious Camping (2022~)  
 Park Soo-hong's cat "Dahong" is  
 under planning and development

\*Based on the original webtoon  
 Target animation for teenagers and  
 adults (15 years old~)

Nanolist (TVING Original)  
 Housekeeper (Pre-Production)

\*Forming fandom using Super IP  
 Create content that satisfies the five  
 senses with realistic media art





# Core Contents

Core IP



Web Comic Original IP



Web Comic Original IP



Celebrity IP

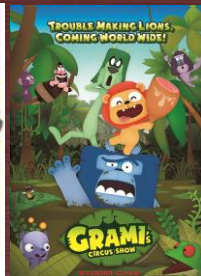


Global Co-Production

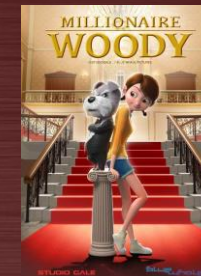


Unity 3D

Planning & Development IP

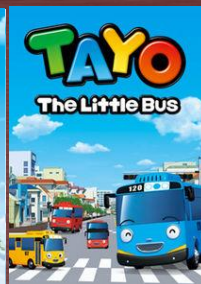


TV Series & New Media



Feature Animated Film

Korea's Representative Animation



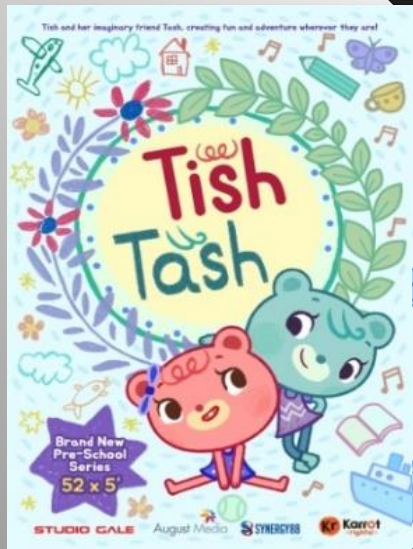
TV Series



Movie & IPTV



# TV Series Animation



BBC aired in 2021

CAKE Entertainment (The UK) Distribution

2020 EBS broadcasting (The highest ratings)



\*2019 다이아페스티벌' 공개현장

Targeting the Global Kids Market through New Media Platform with Powerful Partners



Broadcasting Contract : MBC, Tooniverse, JEI TV, Bravo Kids  
License Contract : Aurora World(Master Toy), Keywoom (Book Publishing)  
Diversification : 'ToMonCar ABC'(3min X 60eps) JEI TV

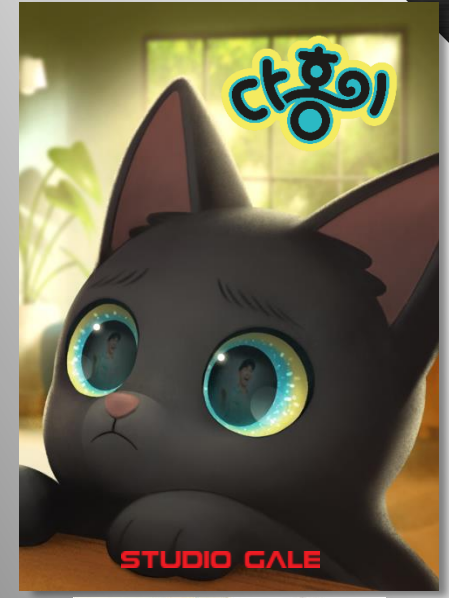




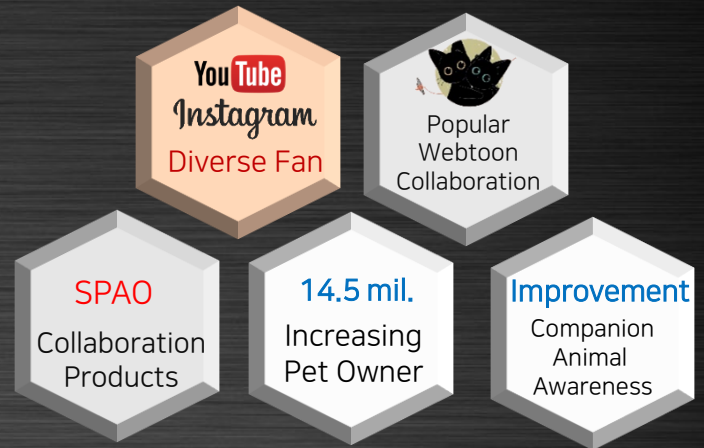
# Celebrity IP Animation



**William & Bentley, Celeb Kids**  
 Feature Animated Film & Licensing Business  
 based on Character IP



**Celeb's Black Cat 'Dahong'**  
 Character development and  
 Joint business contract signed!

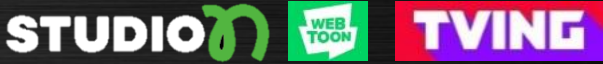




# OTT Series Animation



Title	Nanolist
Genre	SF, Action, Romance
Target	15+
Running Time	Season 1: 24min*12eps (Total 3 seasons, 36eps)
Format	Full 3D CGI Animation (2D Look)
Distribution	TVING (TVING Original Animation)



 **U.S.**  
52M Views  
2.9M Likes  
544K Subscribers

 **China**  
53M Likes  
9.81 Ratings

 **Korea**  
550M Views  
539K Likes  
430K Comments



Serviced in 7 countries with 9.98 average ratings  
NANOLIST accumulated 14,300,000 likes  
proving its strength in storytelling across the globe

 **Taiwan**  
833K Likes  
157K Subscribers

 **Japan**  
138K Likes

 **Thailand**  
138K Likes  
588K Subscribers

 **Indonesia**  
4.35M Likes  
709K Subscribers





# OTT Series Animation



Title	Housekeeper
Genre	SF Fantasy, Zombie Apocalypse, Action
Target	15+
Running Time	Season 1: 24min*12eps (Total 3 seasons, 36eps)
Format	Full 3D CGI Animation (2D Look)
Production Status	Planning & Development, Attracting Investment

**SUPER STRING**  
YLAB

**Super IP Franchise**  
The main characters of various webtoons are integrated into one world view  
Expand the story and maximize synergy between works

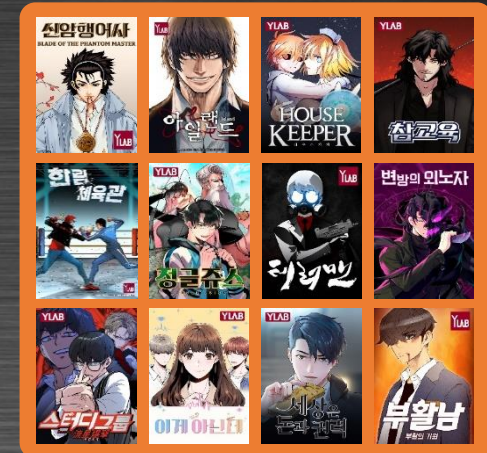
## STUDIO GALE

Korea's Leading Animation Studio



## YLAB

Korea's Leading Webtoon Studio





# OTT Series Animation



## Super IP

Establish a strategy for creating SUPER IP  
Popular Web novels, Webtoon IP production



## Global

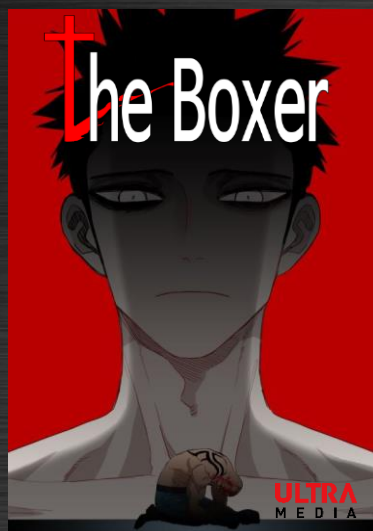
Global IP-oriented animation production  
(ex. NETFLIX, DISNEY+, HBO MAX)

## Business Management

Distribution and Licensing business

## Sustainable Growth

Creating a Generation-Wide Animation  
Business Foundation



Naver Series  
Rating 9.9

Naver Webtoon  
Ranked No.1  
In Men's Popularity

2020 Korea Content Award  
KOCCA Director Award



Popularity and artistry  
Combined Webtoon IP



Women's content  
Conquering OTT



Romantic Comedy  
Resurrected from OTT



Enlarging Fandom  
Through OTT



# Immersive Contents



"Directing emphasizing the originality and aesthetics of media art along with the key elements of the animation work!"

Animation



"Reconfiguring game features and customization in different ways of expressing media art!"



Game



"Various immersive contents and experience events with K-pop stars, the whole family can enjoy together by combining advanced technologies!"

K-Pop

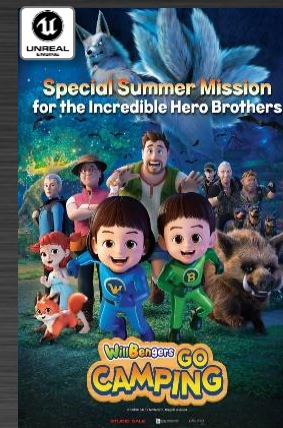
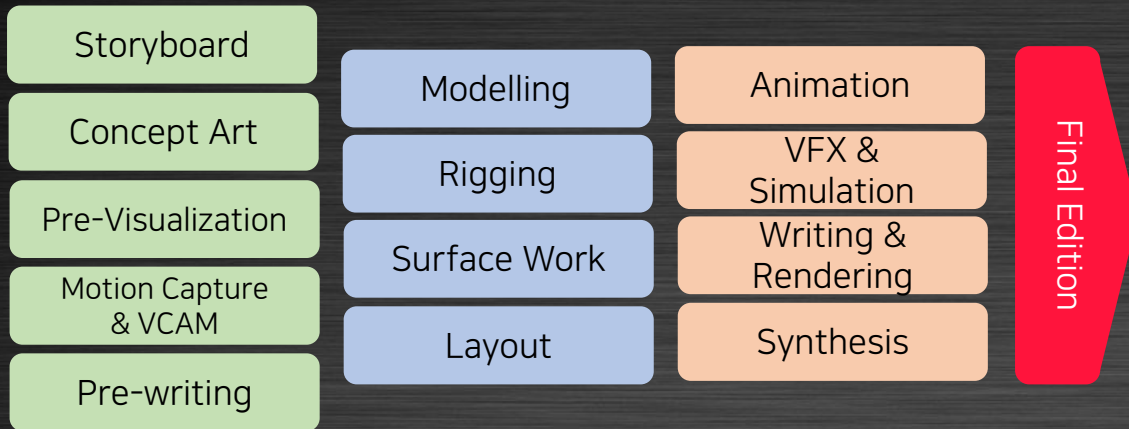




# Production Competitiveness



Worldwide Trend of Animation Content Production  
Maximization of the production competency and acquiring business momentum for expansion via the animation production know-how using **Unreal Engine & Unity 3D**



**Maximization of production efficiency** via artist-friendly animation production, retargeting, run time tool

**Freedom of creation** that shows production of high-quality animation content and perfect storytelling

**Various development options** and great graphic performance due to the most advanced real-time 3D creation tools

**Expansion of Business** to the game using the same asset, mobile, VR, and immersive contents via the expansion of IP usage

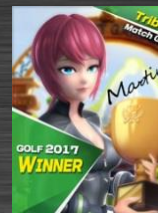


# Business Area

## TV Series



## OTT Series



## New Media

## Cinematic / PR

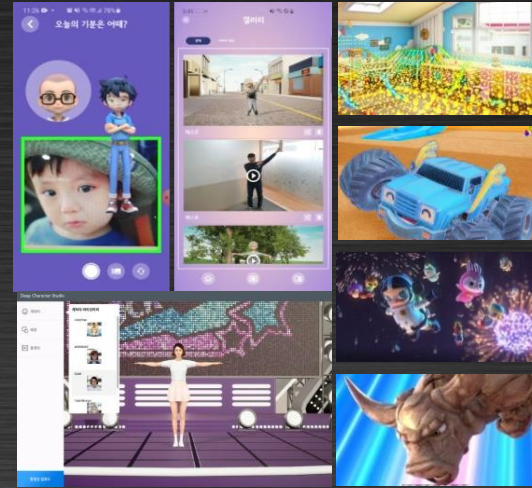
## Feature Animated Film / IPTV



## Planning & Dev.



## Technology R&D



- Realtime 3D Engine
- Unity 3D
- Unreal Engine
- VR, AR, MR
- AI Character
- APP
- 3D Stereoscopic Sweetening
- 4K Rendering
- Anamorphic

## MD & Licensing

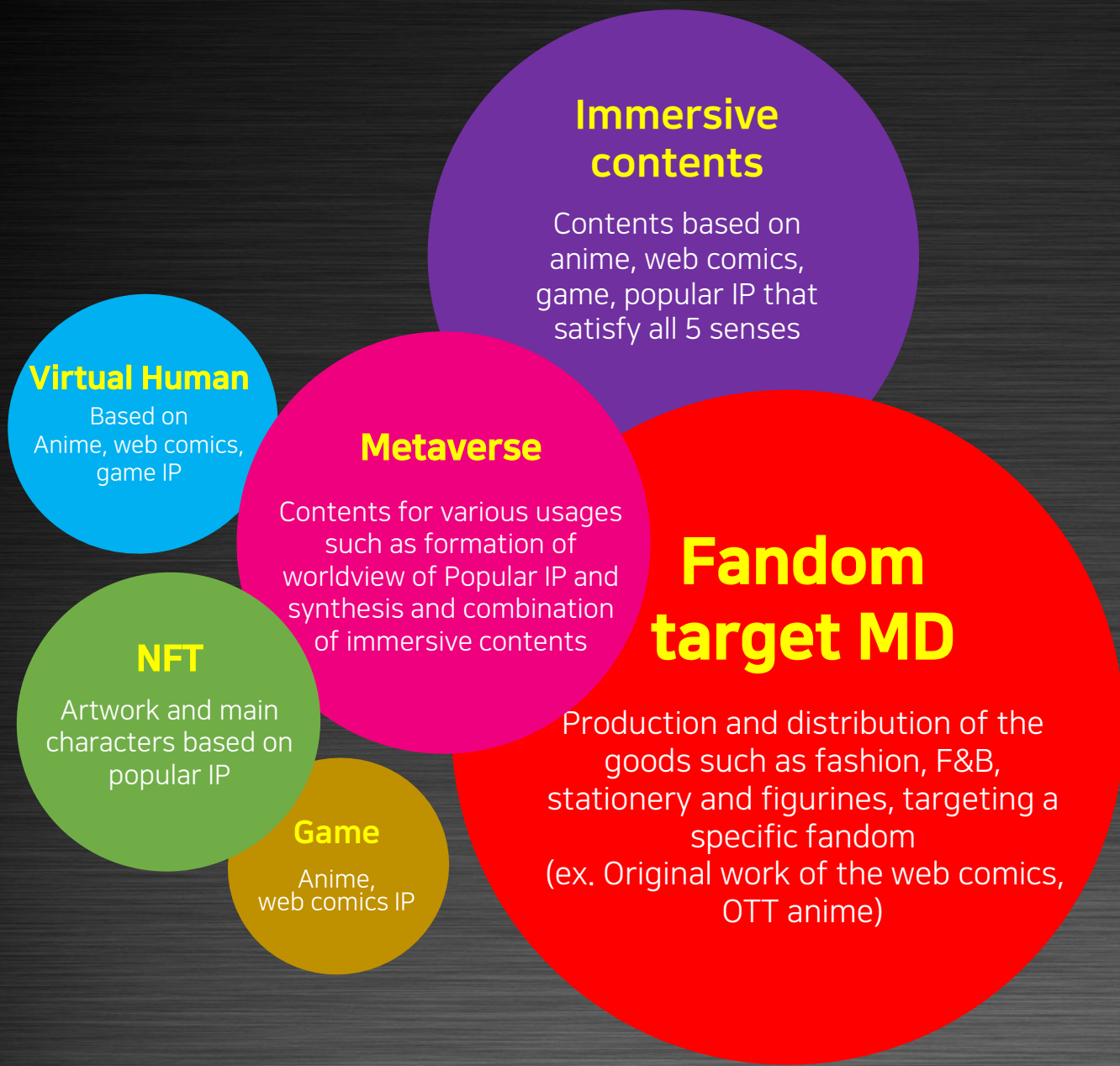


- Character Toy
- Book, Publication
- Beverage Product
- Kids Musical
- YouTube Marketing





# Business Expansion





# STUDIO GALE

## [Company Address]

Head Office : 64, Pangyo-ro 255 beon-gil, Bundang-gu, Seongnam, Gyeonggi-do, Korea  
Branch Office 1 : R#604, 46, Songam-ro 24beonga-gil, Nam-gu, Gwangju, Korea  
Branch Office 2 : R#709, 140, Suyeonggangbyeon-daero, Haeundae-gu, Busan, Korea

## [Contac Information]

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