

Korea's Leading Animation Studio

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

STUDIO GALE

2021. 07. 20

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Part I . Company Introduction

1. Overview
2. CEO
3. History
4. Business Area

The Best Animation IP Planning & Production Studio in Korea

- Corporate Name : Studio Gale Co., Ltd.
- CEO : Chang Hwan Shin
- Staff : 80
- Foundation Date : February, 2008
- Business Area : Animation Planning & Producing (TV Series & Feature Animated Film & OTT)

VFX, 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, South 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, South
Korea

The Best Animation IP Planning & Production Studio in Korea



ChangHwan Shin / The Current Chairman of *KAPA



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

2019

The Prime Minister's Award / Korea Content Award

2017~2020

Vice Chairman of KAPA

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

2001~

Producer and Director of 'Pororo the Little Penguin'

2006

Producer of 'Chiro and Friends'

2009~

Director of 'Tayo, The Little Bus'

2011~

Executive Producer and Director of 'Grami's Circus Show'

2015~

Executive Producer of 'Journey of Long'

2016~

Executive Producer and Director of 'Pipilu Rangers'

2017~

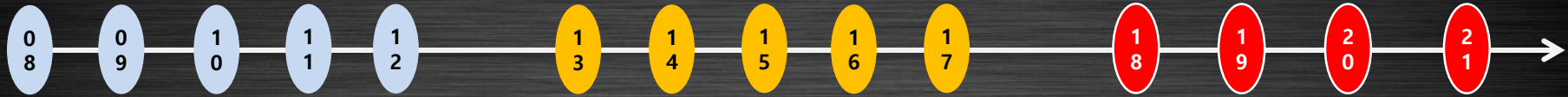
Executive Producer and Director of 'Tish Tash'

2019~

Executive Producer and Director of 'ToMonCar'

2020~

Executive Producer and Director of 'Nanolist'



Jump Up

Set Up

Foundation

- '08 · Establishment of Studio Gale
- <Pororo, The Little Penguin> Season 3
- '09 · <Power Agent 7>
- <Tayo, The Little Bus>
- '10 · <Pororo, The Little Penguin> Season 4
- <Tayo, The Little Bus> Season 2
- <Boomba & Toomba>
- '11 · <Circus Show> KOCCA Pilot Support
- <Grami's Circus Show>
- '12 · Anney International Animation Festival,
- TV Series Competition/ SICAF, TV Series Competition/ Korea 3D Content Award, Special Prize/
- <Pororo, The Little Penguin> Season 5



Grow Up

Creating IP & Qualitative Growth

- '13 · <Tayo, The Little Bus> Season 3
- <The Transforming Fighting Bull>
- <Millionaire Woody>
- KOCCA Pre-Production Support
- 'Leading Cultural Contents Company' selection
- '14 · <Grami's Circus Show> Pucinella Award,
- <Sing along with Pororo> Season 3
- <The Transforming Fighting Bull>
- Korea UHD Award, Best Picture
- '15 · <Journey of Long>
- Cartoons on the Bay (Italy), TV Pilot selection
- SPP Character Pitching, The Grand Prize
- <Grami's Circus Show 2>
- BIAF, Special Jury Award
- Asian TV Awards, 3D Animation Grand Prize
- '16 · <Journey of Long> SBA Ani-Variety, Winner
- <TeleMonster>
- Korea Content Awards, KOCCA Award
- '17 · <Tish Tash> BIPA, Star Project Support
- <Pipilu Rangers> Season 1
- KOCCA Korean Animation Prod. Support
- <Millionaire Woody> ASIA-EU Cartoon Connection

Global IP

- '18 · <Millionaire Woody> Cartoon Movie Pitching
- <Tish Tash> Global Pre-School Project
- Co-Prod. Korea & Singapore & England
- '19 · <Pipilu, Safety Rangers> Season 2
- KOCCA Level Up Project Support
- <ToMonCar>
- New Media Animation
- CJ E&M Co-Production
- <Pororo, The Little Penguin> Season 7
- <POP MART> Special Series
- '20 · <Nanolist> Season 1
- Co-Production with StudioN
- <WilBengers>
- Celebrity IP creation
- Co-Production with TanTan Ent.
- <Journey of Long>
- National Winner of South Korea at Asia Academy Creative Award
- <Journey of Long>
- Nominated for Best Children's Programme
- Asian Television Award
- '21 · <WilBengers go Camping>
- Feature Animated Film

"Possessed the Largest Variety of Animated IPs in Korea"



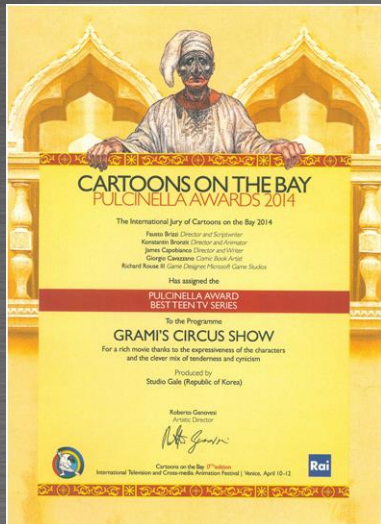
Self-Developed & Co-Produced IP



Prod. Serviced IP



"Global Award Performance with Animation IP Production of Various Genres"



- 2011 New media animation <Grami's Circus Show> selected by KOCCA for pilot production support
- 2012 Finalist in the TV series category at the French Annecy Animation Festival for <Grami's Circus Show>
- Finalist in the TV series category at the Seoul International Animation Festival for <Grami's Circus Show>
- Grand prize in Korean 3D content for Circus Show
- 2013 Animated Featured Film <Millionaire Woody> selected by KOCCA for pre-production support
Selected by the Ministry of Culture, Sports, and Tourism and the Industrial Bank of Korea (IBK) as a Leading Cultural Content Company
Selected as an INNO-BIZ SME for technological innovation
- 2014 Grand Prize in the TV series category at the Cartoons on the Bay Festival for <Grami's Circus Show>
- Korea UHD Excellence Award for <The Transforming Fighting Bull Bau>
- 2015 Finalist in the TV pilot category at the Italian Cartoons on the Bay Festival for <Journey of Long>
- SPP Character Top prize for <Journey of Long>
- Special Award from judges at the Bucheon International Animation Festival for <Grami's Circus Show>
- Grand Prize in the Best 3D animation at the Singapore Asian TV awards for <Grami's Circus Show>
- 2016 Ani-Variety Supporting Project Final Selection <Journey of Long>
Korea Contents Award, KOCCA Director Award <Telemonster>
- 2017 Busan IT Industry Promotion Agency, Star Project Support <Hi, Chou Chou>
KOCCA, Animation Production Support Project <Pipilu Rangers> Season 1
Asia-EU Cartoon Connection Pitching Selection Award <Millionaire Woody>
- 2018 Cartoon Movie in Bordeaux French Pitching <Millionaire Woody>
KOCCA, Level Up Project Support <Tish Tash>
- 2019 KOCCA, Level Up Project Support <Pipilu, Safety Rangers> Season 2

Experience & Know-how in Creating a Global Success Animation IP

“ Experienced in Producing more than 500 Episodes of the Most Well Known Korean TV series ”



Pororo, The Little Penguin

Season3 (2009) ~ Season7 (2020)
+ Special Seasons



Tayo, The Little Bus

Season1 (2010) ~ Season 6 (2020)
+ Special Seasons



Tish Tash

Season 1 (2020)
*4 Seasons will be released



Grami's Circus Show

Season 1 (2014)
Season 2 (2016)



Journely of Long

Season 1 (2019)



ToMonCar

Season 1 (2021)
*3 Seasons will be released



Animation Production

TV Series



OTT



New Media



Cinematic



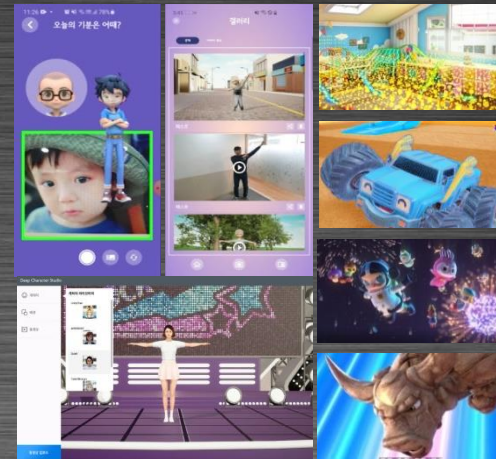
Feature Animated Film / IPTV



Feature Animated Film



R&D



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

MD & Licensing Business



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



“Global IP Content Leader of South Korea
with Experience in Planning and Producing Global Success
Animation IP”

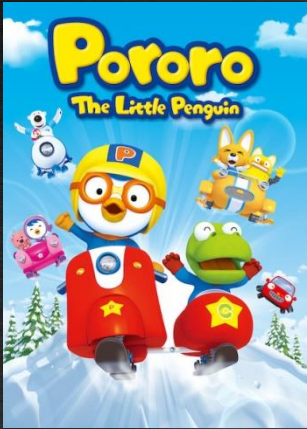


Part II. Project Introduction

1. Main Project
2. Core IP Project

Home to The Leading Animation of South Korea for 13 years since 2008

Pororo, The Little Penguin



Most Popular Animation Among Young Children!

Changhwan Shin, CEO of the company, has been directing the project since 2008

- Planning started in 2001 by Iconix
- First broadcast on Nov 27, 2003 on EBS
- Produced by Studio Gale from the 3rd season
- Exported to over 120 countries
- 2005 TF1 Target Audience rating of 47%!
- Over 1,500 affiliated products and merchandise
- Earned over 50 billion KRW in royalties
- Awarded Korea's Best Character Award
- Recorded the highest viewership among kids' shows
- Promotional Mascot for Visit Korea Years 2016-2018
- 'Pororo's a Fairy-Tale' broadcasted in 2019

Tayo, The Little Bus



From the Seoul City Bus Mascot to a Korean Cultural Icon!

All of <Tayo, the Little Bus> Animation Projects are produced at Studio Gale.

- Planning by Iconix since 2008
- Produced by Studio Gale Inc. since 2009
- Highest viewership among EBS programs in 2010
- Ranked 1st among Top 10 Kids' Programs in 2010
- Over 120 licensing contracts signed
- Promotional Mascot for Public Transit in 2011
- Korean Content Award for Character Excellence in 2010
- Grand Prize at the Asian TV Award for Best Character in 2010
- 2013 Korea Content Award for Animation
- Season 4 broadcasted in 2017
- Season 5 broadcasted in 2018

Journey of Long



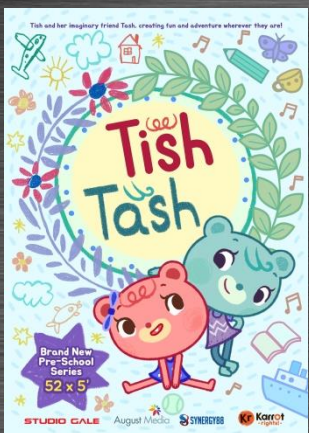
Noisy Survival Story of 'Long', a Boy's Dreaming of the Best Cook

Length	7 Min x 52 Episodes
Target	6 ~9 years Kids
Genre	Slapstick Comedy
Production	Studio Gale, SKB, KBS, SBA, AMH
Airing	2019~ / KBS, Btv, Cartoon Network

- '2014 Asian Animation Summit' Pitching
- '2015 SPP Character' Award for Excellence
- '2016 SBA Ani-Variety' The Final winning selection
- KBS, SKB, SBA , AMH(Singapore) Co-Production



Tish Tash



Tish's Imaginative Adventure with Her Secret Friend Tash

Length	5 Min x 52 Episodes
Target	3 ~5 years Kids
Genre	Edutainment
Production	Studio Gale, Big Crunch
Airing	2020~ / EBS

- '2017 Star Project Support' by BIPA (*BIPA: Busan IT Industry Promotion Agency)
- '2018 Level Up Project Support' KOCCA
- Co-Production with Karrot Animation (UK)
- Co-Production with Big Crunch (Singapore)

New Trend, New Media Platform Animation Series

Grami's Circus Show

Recognized for Non-verbal Slapstick Comedy
in International Festival

Length	3 Min x 72 Episodes
Target	6 ~10 years Kids
Genre	Slapstick Comedy (Non-Verbal)
Production	Studio Gale, KBS Media
Airing	2014~ / KBS

- '2011 Pilot of Short Animation Production Support' KOCCA
- '2012 LINC Academic-Industry Project Support' KOCCA
- '2014 Family-Focused Animation Production Support' KOCCA
- 2014 Cartoons on the Bay, Grand prize in TV Series category
- Distributed (Japan/Hong Kong/Indonesia), Netflix, ABC, IRIB, etc.



Cartoons on the bay
Pulcinella Award 2014
Best Teen TV Series!!

ToMonCar

Reaching out to Children all over the World through Youtube



Length	3 Min x 60 Episodes
Target	3 ~5 years Kids
Genre	New Media Edutainment
Production	Studio Gale, CJ E&M
Airing	2021~ / MBC, 2020~ / Youtube

- Co-Production with CJ ENM * DIA TV
- Business Agreement with Unity 3D





NANOLIST

OTT Series

Season 1: 24min x 12eps

3 Season will be released



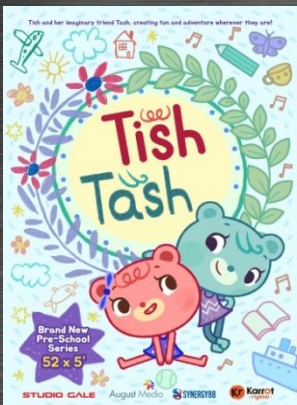
WillBengers Go Camping

Feature Animated Film & IPTV

60 mins

Character Goods Parallel
Production

Celebrity IP (OSMU Content)



Tish Tash



TV Series (2D)

Season 1: 5min x 52eps (EBS)

4 Season will be released

BBC (Broadcasting under
discussion)



ToMonCar

New Media Series

Season 1: 3min x 60eps (MBC)

3 Season will be released (Unity3D)

YouTube (channel in operation)



Season 1
24mins x 12eps



S1 ~ S3
24mins x 36eps



NAVER
Webtoon IP



Co-Production

OTT
Original
Series

Platform

OTT Series
(Total 3 Seasons)

Popular Genre

SF, Action
School Romance

Co-Production with StudioM

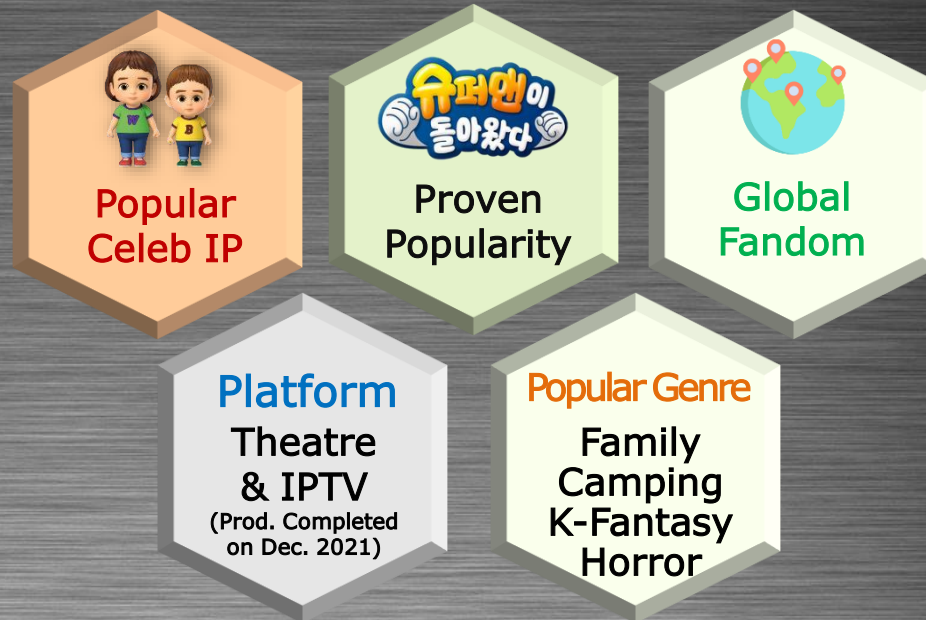
OTT platform Original Series

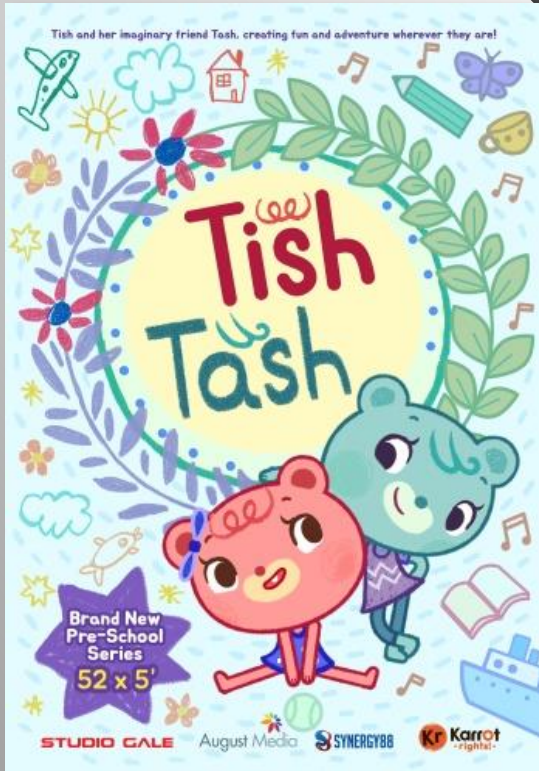


Running Time : 60min
 Sequels will be produced

Celebrity IP Animation

Licensing Business based on Character IP





NETFLIX Released on **Netflix** in Oct, 2021

Cbeebies **BBC** Launched on **BBC** in Oct, 2021

CAKE Entertainment (The UK) Distribution

North America & Europe Distribution (Under Discussion)

2020 EBS broadcasting (The highest ratings)

Global Co-Prod.

Karrot Animation (The UK)

AMH (Singapore)

Branding
Global Animation IP Branding

Licensing
Product Licensing
(25 Items Contracted)





*2019 DIA Festival (Aug. 2019 / Bexco)



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

STUDIO GALE

Thank you

