



HONG DANG MOO INC. Content Introduction

CEO: Karen Kang | Establishment: 2009.8.7

Business: Animation, Publishing Design, Character Development, etc.

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About

Company Overview

Hong Dang Moo has a unique position in the development of edutainment content as it has the ability to plan and develop animation content that is likely to enter the global market and has a long-standing partnership with excellent education companies.



Awards

Magic Adventures

- 2017 MIPJunior Most Screened Programme Rank #1 (First in Korea)
- 2017 Korea Content Awards, Winner (Animation)
Ministry of Culture, Sports and Tourism – A ministerial Award
- 2016 Chinese Silk Road International Film Festival Winner of the
New Xi'an Xinguang Awards Best-Animated Series
- 2015 KOCCA Selection of supporting production of the main
Animation film for family



Animal Rescue

- 2018 MIPJunior Most Screened Programmes #20
Top 20 for 2 years in a row (Asia's first)
- 2017 Cartoon Connection SK Broadband an award winner
- 2017 Selected as a supporting production for the main Korean
animation film of KOCCA
- 2017 European Cartoon Forum Korea's representative pitching work
- 2016 Asia Animation Summit KOCCA selection of entries

Alien Hunter Vera

- 2019 Asia Animation Summit KOCCA Awarded
- 2016 Language Learner Literature Awarded in 3 categories

School Adventures

- 2017 Language Learner Literature Awarded in 2 categories

PPOPPOPPO Friends

Since 1981

K-edutainment Show Going GLOBAL

PPOPPOPPO is Korea's number one children's edutainment show. With PPOPPOPPO's 40 years of history, now is the perfect time to expand its influence through the various digital platforms.

Healthy Body! Healthy Mind!

PPOPPOPPO is not only on Youtube, but also on multiple TV channels and aired 7 days a week. Its educational purpose is "learning through playing." This completes the core aspect of early childhood educational needs for future world leaders.

Children's
TV Show

100 ep X 25 min
(Original Network: MBC
Revival Released in 2020)

Live Action
+
Animation

Age
3~6



Trailer

PpoPpoPpo
Friends



[Click image for trailer link]



Ppomi

Jumping
Man

Alloo

Neurie

Kevin

Kiki

Tourie

Woorie



PPOPPOPPO Land

The legendary PPOPPOPPO character **PPOMI** thinks together about “Why” and “How” questions that children may have. Ppomi and children put their heads together and find a way to solve a problem in their daily lives with Tourie, Woorie, and Neurie.

Educational Tip

All the episodes are like the classic old-school TV show and is presented in today's tone and mood, entertaining children without guardians having to worry about negative digital exposure.



Dancing Shoes

Magic Shoes, Dancing Shoes!

Unidentified viruses, fine dust and abnormal weather stop children going outside and play. Let's play, sing and dance along the cheerful music!

Educational Tip

Great way to keep children engaged and active to use up their energy. Children learn social and emotional skills while dancing.



Jumping Man and Alloo



Train with Jumping Man at home!

Alloo learns how to use her body safely and learns to correct her postures, straighten her back, and muscle exercises for children's physical development. What a great workout!

Educational Tip

Physical activity at home not only improves physical health but also helps emotional and mental well-being.



Story Pang Pang!

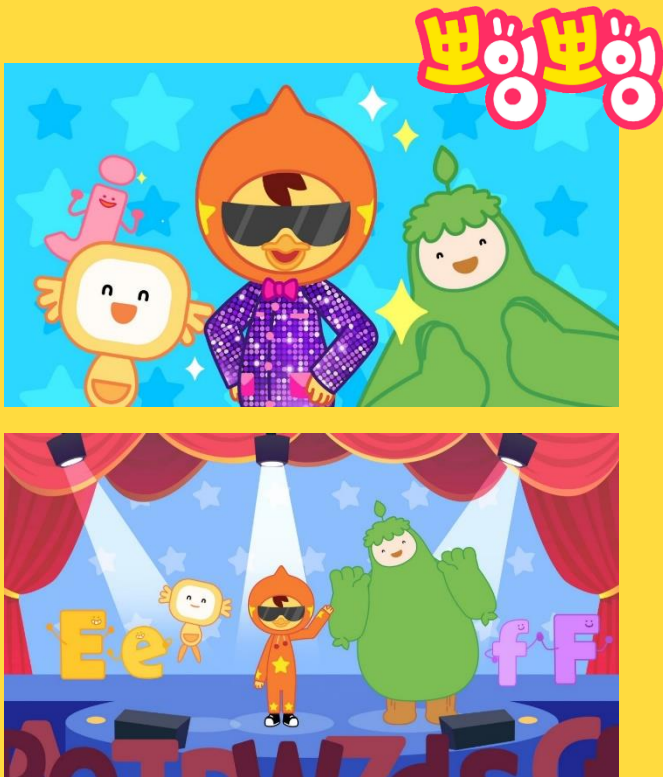
Original Storytelling & Twisted Storytelling

Classic fairy tales from around the world are told first and then the re-writes or twisted version of original story is told in animated video.

(ex: What if the step-mom was kind to Cinderella?)

Educational Tip

Breaking stereotypes and stimulating imagination to learn and develop creative thinking skills to reach new conclusions which fit the modern society better.



PPOPPOPPO English

Learning English with Songs

Fun singing leads children to learn English for the first time. Starting with each alphabet, simple and easy vocabulary words and phrases are easy to catch and sing together.

Educational Tip

Learning engages while singing along with the PPOPPOPPO characters. Each song presents age-appropriate theme for preschoolers.



Arts and Crafts with Neurie

Use anything to make everything!

Neurie uses materials that are easily found in our daily lives to do arts and crafts. Follow Neurie's video tutorial and you can be an artist!

Educational Tip

Using upcycling materials help young viewers develop and express their individuality through art.

GLOBAL

EDUTAINMENT

PLATFORMS



MBC Public Broadcasting Corporation

- Original Network
- Coproduction



DAEKYO CO., LTD

- Cable Network
- VOD Sales



YouTube

- AVOD Platform
- Advertisement



Educational Application

- SVOD Platform
- Virtual English Program for Preschoolers



PpoPpoPpo
Friends

Thank you!