

# COMPANY PROFILE

## STUDIO W.BABA



# COMPANY INTRODUCTION



# CREATIVE STUDIO



“Art for Dream, Dream for Art”

**W**ORLDWIDE

Reaching out to the global market

**B**OYS & GIRLS

Drawing children's dreams and hopes

**A**CTIVE

Dynamic movement with 3D technology

**B**YOND

Overcoming the limits of the present

**A**DVENTUROUS

Pioneering with a spirit of adventure

# AWARDS



**Awarded 2015 Korea Toy Awards**  
by Korea Toy Association (2015)

Ranked **No.1** in MIPJUNIOR Screening sector (2017)

**Awarded Korea Content Awards**  
by Minister of Culture, Sports and Tourism (2017)

# ACHEIVEMENT



Ranked **No.1** Broadcasting Rating on **KBS** (2013 & 2014)

Ranked **No.1** Toy Sales (2015)

**First Korean animation** broadcasted on **CCTV** (2015)

Participated **Chinese Economic Mission** (2015)  
(The **ONLY** participated company in animation industry)

Participated **Economic Mission** (2019)  
- New Southern Policy



No.1 Rating (KBS, CCTV)



Feature Film Animation



Seoul, Gwangju, Malaysia



Accumulated eps (11min)



3D TV Series Animation



No. of employees





# PROJECT INTRODUCTION



# PRODUCTION HISTORY



Continuously producing till **Season 11** (2021)

- TV Series (11min)
- Feature Film (70+ min)
- Short eps (1.5min)





# MASK MASTERS

A hope for world peace!  
Those selected by the masks, Mask Masters!

- **FORMAT:** TV Series (11 mins\* 52 eps)

Full HD 3D Animation

- **GENRE:** Transformation Action Adventure

- **TARGET:** 6~9 years old

- Broadcasted on **KBS** (Korea,2015) , **CCTV**(China,2015)

- Ranked **No.1** Broadcasting Rating (CCTV)

- **First** Korean animation broadcasted on Chinese **CCTV**

- **Co-produce** with **Malaysia** & Be supported by **MDEC**

(Malaysia Govern)





# SYNOSTONE

Those who protect the world, Synostone!  
Their new adventures have started!

- **FORMAT:** TV Series (11 mins\* **104 eps**)  
Full HD 3D Animation
- **GENRE:** Transformation Action Adventure
- **TARGET:** 6~9 years old

- Broadcasted on **KBS** (Korea,2019) , **RTV** (Indonesia,2019) , **RTM** (Malaysia,2020)
- Broadcasted on **50 Chinese local channels**
- **Co-produce** with Chinese **No.1 Toy company, Alpha**

Master Toy  
Licensing  
Planning/Production



3D animation  
Planning/Production  
Licensing





# SPACEBUG

## The Journey Home

A faraway journey to return to Earth!  
Little bugs have big adventures in space!

- **FORMAT:** TV Series (11 mins\* 52 eps)  
Full HD 3D Animation
- **GENRE:** SF Adventure
- **TARGET:** 6~9 years old

- Broadcasted on **KBS** (Korea, 2018) , **DOKYO MX** (Japan, 2018)
- **Co-produce with famous Japanese production company**

**Main-production**  
3D animation  
Licensing  
Technology R&D

STUDIO  
**W.BABA**



**tms**  
ENTERTAINMENT, LTD.

**Pre-production**  
Distribution  
Licensing  
Global marketing

70%

30%





An adventure with the fate of a magic land!  
Who will find the Magic Crystal?

# MAGIC ADVENTURES

- **FORMAT:** TV Series (11 mins\* 52 eps)  
3D cartoon rendering
- **GENRE:** Fantasy Adventure
- **TARGET:** 6~9 years old

- Broadcasted on **KBS** (Korea, 2017), **RTV** (Indonesia, 2020)
- Exported to **10 countries** in Europe, South America, and SEA  
(Original work-English book)
- Ranked **No.1** in **MIPJUNIOR Screening sector** (2017)
- **Awarded Korea Content Awards**  
(by Minister of Culture, Sports and Tourism)







My own secret friend!  
The robot Carbot is here!

# HELLO CARBOT

- **FORMAT:** TV Series (11 mins)  
Full HD 3D animation
- **GENRE:** Robot action
- **TARGET:** 5~9 years old
- **REMARK:** Season 11 is under production



• Strong partnership with Korean No.1 Toy company, “CHOIROCK”

- Ranked **No.1** Broadcasting Rating (KBS, 2014)
- Ranked **No.1** Toy Sales (2015)
- **Awarded** 2015 Korea Toy Awards (by Korea Toy Association)








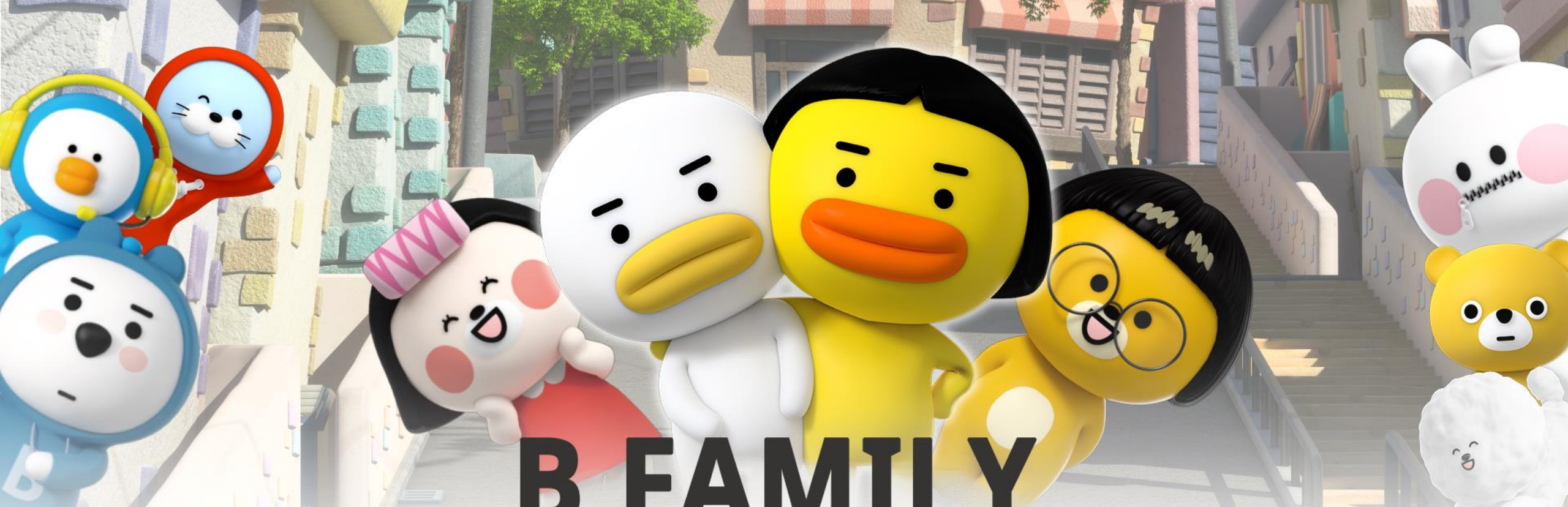
# CARBOT

## Movie 1,2,3

- **FORMAT:** Feature Films (84mins/78mins/76mins)  
Full HD 3D animation
- **GENRE:** Robot action
- **TARGET:** 5~9 years old
- **REMARK:** Season 4 is under production

- Accumulated attendance **2.04 million** 
- Recorded **4<sup>th</sup> succeeded** feature film animation in Korea
- Streaming on **Netflix**





# B FAMILY

- **FORMAT:** **Non Verbal** (1min 30\*104eps)

Full HD 3D animation

- **GENRE:** Comedy

- **TARGET:** Over 10 years old

- **REMARK:** Under production

- Already have **100+ SKU** of merchandise products  
: Selling in Online and Offline markets



- **Famous Korean comedian** participates in Scenario part

- Planning to distribute on **online platform** from **mid of 2020**



**THANK YOU**

**Studio W.Baba**

**TEL: +82-2-332-9457**

**[ymoon@studiobaba.com](mailto:ymoon@studiobaba.com)**

