

Bread

BARBER SHOP

Monster Studio



01 Company Introduction



Monster Studio creates variety of contents with high quality.

02 Bread Barbershop_Format



Title	Bread Barbershop
Type	TV Animation
Concept	Season 1: 7.5min X 39eps Season 2: 11min X 26eps Season 3: 11min X 26eps
Format	3D CG Animation Full 3D Animation(HD) + 2D Animation
Genre	Comedy Sitcom
Target	6~9 kids, 20~30 females
Broadcast	Season1 2019.01 Season2 2020.07 Season3 2022.01
Company	Monster Studio

03 Concept



Colorful makeover show of desserts!

In Bakery Town, Mr. Bread is a slice of bread who is a best barber in town. All the desserts in town come to his barbershop to have their decorations styled.

04 Characters



Bread

**Bakery Town
Genius Barber**



Wilk

**Passionate
Assistant**



Choco

**Charismatic
Cashier**



Sausage

**Bread Barbershop
Dog**

04 Characters



Macaron

**Bakery Town
Top Idol**



Ice Cream

Food Lover



Pretzel

**Passionate
Police Officer**

05 Background

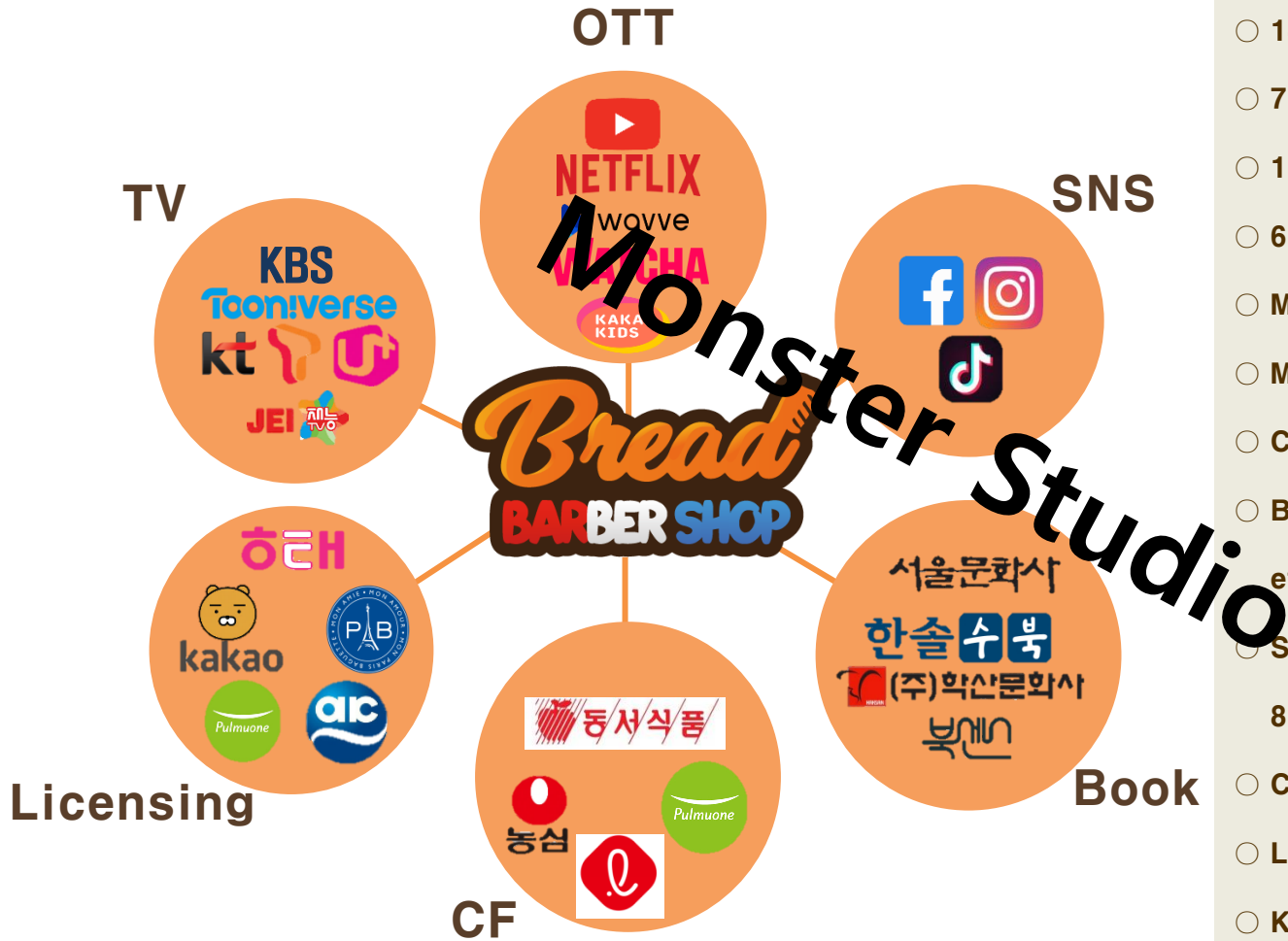
Monster Studio



05 Background



06 Partners



- 9 Toy Licensees
- 5 Stationery Licensees
- 14 Publishing Licensees
- 7 Homeware Licensees
- 11 Food Licensees
- 6 Clothing Licensees
- Mobile Game License
- Musical License
- Contract with CJ EnM for distribution agent
- Broadcasting on KBS, Tooniverse, Nickelodeon etc. 10channels
- Streaming on NETFLIX, Watcha, Wavve etc. 8 platforms
- Commercial with Nongshim, Pulmuone etc.
- Lotte Hotel License
- Kids Hairshop License

07 Overseas Expansion State



08 Bread Barbershop S1 Performance



Netflix global TV show TOP10

- Netflix global TV show TOP10

- Netflix Australia TV show TOP9



TOP 10 SHOWS

1. Lucifer
2. The Legend of Korra
3. Hoops
4. High Score
5. The Umbrella Academy
6. Cocomelon
7. Teenage Bounty Hunters
8. Rust Valley Restorers
9. The Game
10. Bread Barbershop

Australia Top 10 Movies & TV Series on Netflix

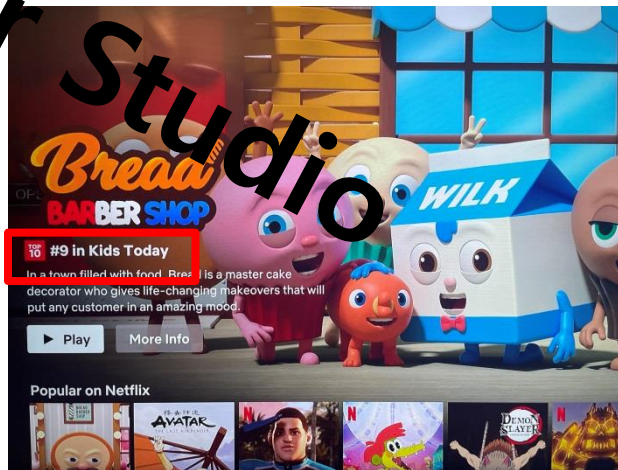
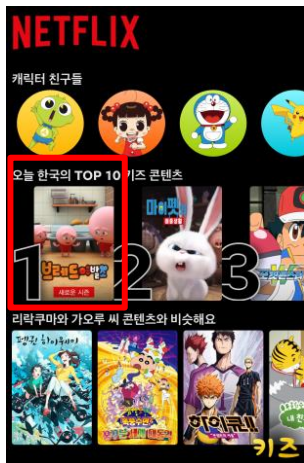
#	Movies	TV Series
1	Santana	Cobra Kai
2	The Sleepover	Lucifer
3	Project Power	I AM A KILLER: RELEASED
4	Vice	Million Dollar Beach House
5	All Together Now	Dirty John
6	Space Jam	Hoops
7	The Man from U.N.C.L.E.	The Umbrella Academy
8	Jumanji: Welcome to the Jungle	Trinkets
9	The Grinch	Bread Barbershop
10	How to Train Your Dragon: The Hidden World	Cocomelon

08 Bread Barbershop S2 Performance



Netflix global TV show TOP10

- Netflix Korea Kids TV show No.1
- Netflix US & Canada Kids TV show TOP9



08 Bread Barbershop Performance



TV rank

Monster Studio

Tooniverse



1. Bread Barbershop 2

- 2 신비아파트 극장판 하늘도깨비 대 요괴군사
- 3 안녕 자두야4
- 4 잠들TV 레벌업
- 5 요괴워치5 NEW에피소드
- 6 밍꼬발랄 PART2
- 7 짱구는 못말려
- 8 안녕 자두야 스페셜 언더더씨
- 9 뿌까 NEW에피소드
- 10 흔한남매 PART2

Tooniverse

bravokids



1. Bread Barbershop 1

- 2 헬로카봇 스페셜 펜타스툼
- 3 뽀로로 극장판 슈퍼셀매 대모험
- 4 뽀로로 극장판 컴퓨터 왕국 대모험
- 5 헬로카봇 시즌9 펜타스툼X 리턴즈
- 6 안녕 자두야
- 7 극장판 헬로카봇 달나라를 구해줘
- 8 헬로카봇 스페셜 영웅의 등장
- 9 레이디버그 시즌3
- 10 헬로카봇 시즌8 유니버스

Bravo kids

08 Bread Barbershop Performance

- Free TV- 1st rank in view rating from terrestrial TV channels
- Pay TV- 1st rank in view rating from 20 kid channels
- Achieved more than 50% of target rating on all kids channels (6-9years girls)

Free TV Audience rating				Pay TV(in the same time zone)			
Rank	Title	Channel	Rating	Rank	Title	Channel	Rating
1	Bread Barbershop	KBS1	0.9	1	Bread Barbershop	Tooniverse	0.77
1	Running Man	SBS	0.9	2	Crayon Shin Chan	Animax	0.73
2	Dragon Egg	KBS2	0.5	3	RunningMan2	Daekyo Kids TV	0.42
3	Tobot V	KBS2	0.4	4	Vampirina	Disney Junior	0.33
4	PPucca	MBC	0.3	5	Wreck-it Ralph	Disney Channel	0.32

KBS

Tooniverse

08 Bread Barbershop Performance



IPTV performance

- IPTV (KT Olleh, SK Broadband) TV animation No. 1
- 4 Episodes in KT Olleh animation TOP100

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Rank	Title
1	Bread Barbershop 2 Episode 5
2	Bread Barbershop 2 Episode 4
3	바이트초이카
4	Bread Barbershop 2 Episode 2
5	Bread Barbershop 2 Episode 3
6	파워레인저 루팡포스VS패트롤포스
7	파워레인저 루팡포스VS패트롤포스
8	바이트초이카
9	원피스
10	명탐정코난

7월 3주차 (출처: KT올레TV)

SK broadband TV animation TOP 30 NO.1

[3rd] Bread Barbershop Season2

[5th] Miraculous Season3

ollehkt TV animation TOP 100 NO.1

[4th] Bread Barbershop Season2

[5th] Detective Conan Season17

11 Bread Barbershop Season3 Performance



TV View Rating, Trending Topics

- Pay TV animation 1st rank in view rating from 20 kid channels
- Tooniverse(No.1 animation channel) view rating 1.735%/ share 37.2%

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Tooniverse	
투니버스 랭킹	
순위	상 품 명
1	Bread Barbershop3
2	신비아파트 고스트블Z 어둠의 퇴마사
3	흔한남매의 인흔한일기3
4	흔한남매의 인흔한일기4
5	극장판 쟁구는 못말려 아보 콩후보이즈 라면대란
6	신비아파트 고스트 무서워2
7	뱀파이어 소녀 달자
8	이상한 과자가게 전천당
9	쟁구는 못말려
10	몬스터 호텔2

Tooniverse Febuary Ranking

Tooniverse	
투니버스 랭킹	
순위	상 품 명
1	Bread Barbershop3
2	흔한남매와 인흔한친구들
3	투니시네마 스폰지밥3D
4	이상한 과자가게 전천당 NEW에피소드
5	신비아파트 고스트블Z 어둠의 퇴마사
6	뱀파이어 소녀 달자
7	흔한남매의 인흔한일기4
8	신비아파트 특별판 빛의 뱀파이어와 어둠의 아이
9	흔한남매의 인흔한일기3
10	민짜미

Tooniverse March Ranking

tv애니검색어	
순위	검색어
1	Bread Barbershop3
2	반짝반짝 캐치! 티니핑
3	신비아파트 고스트블Z: 어둠의...
4	아마드 사우루스
5	캐치! 티니핑
6	귀멸의 칼날: 환락의 거리편
7	이상한 과자가게 전천당
8	귀멸의 칼날
9	Bread Barbershop
10	신비아파트 특별판: 빛의 뱀파...

TV animation Trending Topics Ranking



YouTube / IP popularity

- 1.2M subscribers in 2 years
- The 1st rank of Korea animation YouTube subscribers in 2016~2019

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Subscriber **1.2M** click **546M**



EP4 Hello Sausage
190M



EP1 Best Cupcake
27M



Hairstyling Class
8.8M



EP14 Every Sausage Has His Day
5.0M

Monthly increasing

Subscriber 2.5M

Like 27M

Weekly increasing

Subscriber 200,000

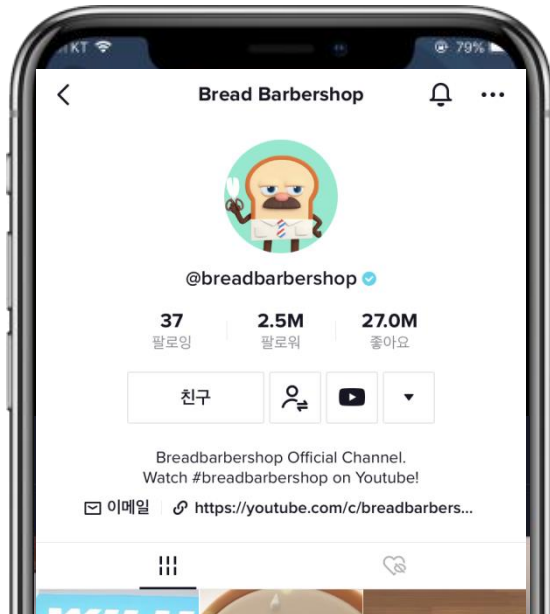
Rank 1st

First episode view

View 20,000,000

Like 3,100,000

Monster Studio



11 Partners (80 companies and over 250 items)



12 Our Items



x



- Equity investment from LG U+

- Production investment from LG U+ for Bread Barbershop side contents

Monster

Studio



12 Our Items



X



LOTTE



LOTTE HOTELS

LOTTE
CONFECTIONERY

LOTTE
CHILSUNG BEVERAGE

Monster Studio



12 Our Items



Monster Studio



Toy



Stationary



Monster Studio

Fashion



Game



Food



Daily Necessities



Monster Studio

Space



Monster Studio



X



amazon (us)

HULEGU DISTRIBUTION

(Mongolia)

Monster Studio



12 Oversea Products



&



Available in



Korean



Taiwanise



Chinese



...리에서도 놀림은 멈추지 않았어요. 꼬마 컵케이크는 너무 놀라서 엄마에게 달려갔고, 다른 컵케이크들은 비록 빅헤드는 버려진 박스를 머리에 뒤집어 써 봤어요. 눈 보이게 하니까...

바로 그때, 엄청난 광고판이 등장했어요!



빅헤드는 이발소 안을 들여다봤어요. 안에서는 놀라운 마술이 펼쳐지고 있었답니다. 이발사 브레드의 손끝만 닿았을 뿐인데 재료들이 마치 정해진 길이 있다는 듯 자연스럽게 블루베리 머핀의 머리 위를 장식하고 있었죠.



Commercial

Product PR Commercial!



<SokSok Pack>

11.2M View



<Jelly>

6.5M View



<Dr.Puri>

5M View



<Toy Cookie>

3.2M View



<Milk Baobab>

11M View



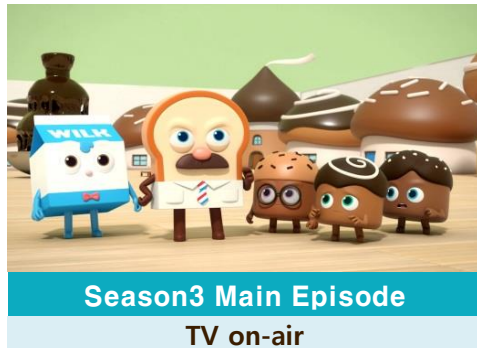
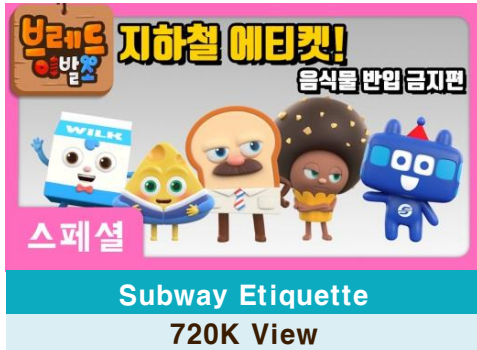
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3M View

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Commercial

Campaign Commercial



Monster Studio

14 Main Staff

Jihwan Jung CEO/Director

Work experience

- 2014 – 2019 **Monster studio** Director
- 2014 – 2015 **Alfred imageworks** Producer
- 2013 – 2014 **Iconix Ent** Producer
- 2011 – 2012 **Riot Games** Animator
- 2011 – 2011 **Rhythm&Hues** Animator

Hyunah Ko Producer

Work experience

- 2015 – 2019 **Monster Studio** Producer
- 2013 – 2015 **TUBAn** Producer
- 2012 – 2013 **Princess Sophia** Animator
- 2011 – 2012 **Charter Road** Animator



Monster Studio



Bakery
Character

Makeover
Show

Comedy
Sitcom

Targeting
6~9 Girls

Monster Studio

