RICKY ZOOM — THE ONLY ALL-BIKE SHOW FOR PRE-SCHOOLERS!

+300M VIEWS ON YOUKU

这 世 界 很 酷

TOMY

First to Market:

EMEA - Q1 2020



Core: Boys 3-4

#1 show in it's timeslot among Kids 2-5 — nickelodeon

#9 Pre-school property on TV among Kids 2-5

177.4 years of content viewed globally — YouTube

nick jr.

#2 show in it's timeslot among Kids 2-5 across all linear TV

800K 'Welcome to Wheelford' global app downloads since August launch!



HOLY SPOKES!

#2 in Italy for launch — Rai Italia

#4 Pre-school show on clan TV App



eOne

November 2019