

Global
Partner

chorion

BOOTH 3264

Chorion

www.chorion.co.uk

Chorion is a leading provider of quality family entertainment for the global marketplace bringing a combination of brand management savvy and creative vision to the development of literary copyrights across all media. Chorion's portfolio includes classic children's brands including Mr. Men and Little Miss, Beatrix Potter, Paddington, Noddy, OLIVIA, and The World of Eric Carle as well as art and lifestyle brands. Chorion also owns and manages the literary works of Agatha Christie, Raymond Chandler and Georges Simenon, among others. New productions for 2010 include The Octonauts and Gaspard and Lisa. Chorion has offices in London, New York and Sydney.



Mr. Men and Little Miss

With over 100 million copies sold worldwide, Mr. Men and Little Miss books have become a publishing and fashion phenomenon, inspiring a broad consumer products program with over 280 global licensees. The Mr. Men Show TV series and its award winning Web site get consumers laughing about the range of personalities we encounter in life.



Noddy

Since first appearing in 1949 in the classic book Noddy goes to Toyland, Noddy has sold more than 250 million copies with global annual retail sales of over \$75 million, driven by 200+ licensees. Celebrating its 60th Anniversary in 2009, Noddy In Toyland, a brand-new 52 x 11 minute animated CGI series, debuted around the world complete with a new line of toy products.



OLIVIA

Based on the best-selling OLIVIA book series, the 3D CGI animated TV launched on over 120 leading broadcasters in 2009. Spin Master introduces OLIVIA toys at US retail fall 2010. Other lead licensees include Simon & Schuster for TV tie-in books, Nickelodeon Home Video (US), and Sony Home Entertainment (non-US).



The World of Beatrix Potter™

Beatrix Potter's Tales are available in over 110 countries, translated into 35 languages, and have sold 250 million copies worldwide. The global franchise encompasses 350 licensees, producing 20,000 products with over \$500 million in annual retail sales.



The World of Eric Carle

The World of Eric Carle is a design-driven licensing and merchandising program based on the beloved picture books by Eric Carle, best known for the children's classic The Very Hungry Caterpillar. With over 90 million copies of his books sold worldwide, licensing programs are ongoing in the US, UK, Germany, Australia and Japan with plans to expand into France and Korea.