

STAND E060

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 is comprised of classic children's brands including Mr. Men and Little Miss, Noddy, OLIVIA, Beatrix Potter, The World of Eric Carle,

Paddington Bear, Spot, Flower Fairies, and as well as art and lifestyle brands. Chorion owns and manages literary works of Agatha Christie, Raymond Chandler and Georges Simenon, among others. New productions include Octonauts and Gaspard and Lisa. Chorion has offices in London, New York, and Sydney.



Noddy

Noddy is a hit TV show in over 120 markets including UK, France, Portugal, Spain, Canada and India. A top storytelling property for preschoolers for over 60 years, Noddy is a global publishing phenomenon with over 200 million books sold to date. This heritage franchise continues to grow with new product lines rolling out across all key territories.



Mr. Men and Little Miss

With over 280 licensees, the Mr. Men and Little Miss global franchise continues to grow with new product ranges for kids and adults of all ages. Celebrating its 40th anniversary in 2011, new products including Little Miss Princess merchandise will launch and be supported by PR and promotions.



Octonauts

The animated underwater action-adventure series for preschoolers premiered on CBeebies in Autumn 2010 where it quickly became a top rated show for children aged 4-6. The Fisher Price Toy line launched in July 2011, and is already showing very strong sell through. Consumer products will roll out in Latin America, France and Australia.



Peter Rabbit

Over 100 years of publishing success with more than 250 million books sold worldwide. The World of Beatrix Potter™ is a successful global licensing programme with over 350 licensees and 10,000 products and services. 2012 marks the 110th anniversary of The Tale of Peter Rabbit supported by a high profile PR and marketing campaign.



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 103 million books sold worldwide, licensing programs are ongoing in the US, UK, Germany, Australia and Japan.