

Beat: Entertainment

## MEGA-HIT YU-GI-OH Joins KARTOON CHANNEL

### ACROSS MULTIPLE AVOD AND OTT PLATFORMS

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**USPA NEWS** - Following the June 15 launch of its new free digital Cartoon Channel! across multiple AVOD and OTT platforms, and the subsequent debut of its first COPPA-compliant Apple iOS app to 5-star ratings, Genius Brands International (NASDAQ:GNUS) continues to build its premium offering of entertaining and enriching family-friendly content on Cartoon Channel! with the acquisition of approximately 230 new episodes of programming, including the #1 rated anime phenomenon, Yu-Gi-Oh! ARC-V, based on the trading card game from Konami.

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"Led by Yu-Gi-Oh, these new program acquisitions truly showcase the quality and diversity of content we are striving to bring to young audiences discovering the Cartoon Channel! and offer opportunities for a wide range of ad partners to drive revenue for the channel," said Chairman & CEO Andy Heyward. "We are extremely proud of the rapid expansion of Cartoon Channel! and the positive responses we are receiving from kids and especially parents, who feel we are providing a safe destination for their kids' entertainment. Our reach now extends to over 100M U.S. television households and over 200M mobile devices; we have our first iOS app which has thousands of positive reviews and 5-star ratings, and we have new apps launching on Android, Roku and Amazon Fire, with the same interface as on iOS. And, we are continually looking for unique ways to fill our offering with the best children's programming in the marketplace, with titles such as Yu-Gi-Oh!, Babar, Angry Birds, Roblox, and our upcoming Stan Lee's Superhero Kindergarten. This is just the beginning of our mission to build what I like to call the FREE "Netflix for Kids."

In addition to the 148x22' episodes of Yu-Gi-Oh! ARC-V now being offered on Cartoon Channel!, Genius Brands has also licensed the English language rights to 25x4' episodes and Spanish language rights to 5x30' episodes of YouTube sensation My Dog Choccolo, from Productora Atiempo Ltda., which has over four million subscribers and more than three million daily views and a total of over two billion views. The Company has also acquired 52x11' episodes of the 3-D comedy series Invention Story from Mondo TV, which follows a quirky fox inventor who tries to fit into Carrot Town, a place full of rabbits "hopefully winning them over with his big heart and his amazing gadgets; and 26x22' episodes of Mysteries of Alfred Hedgehog from Muse Entertainment, a series which encourages science exploration and teamwork "by thinking, linking and deducing, kids can be entertained and learn while solving the puzzles and problems of Alfred's mysterious world!

The Cartoon Channel! and the new complementary iOS app offer access to a wide variety of Genius Brands original and acquired family-friendly content, with more added daily, including Babar, Angry Birds, Stan Lee's Mighty7, Thomas Edison's Secret Lab, Baby Einstein, Baby Genius, Llama Llama shorts Warren Buffett's Secret Millionaires Club, and more. Additionally, Genius Brands is adding more family-friendly gaming content, including Minecraft's Journey to the End and Fairy Horse Quest, Octodad, PixArk, and Big B Roblox Challenge, from Tankee. Genius Brands will also premiere on Cartoon Channel! the upcoming comedy-adventure series, Stan Lee's Superhero Kindergarten, currently in pre-production and starring Arnold Schwarzenegger, on Cartoon Channel! in Q1 2021.

In addition to the iOS mobile app, Cartoon Channel! can be accessed via Apple TV Devices, Android (mobile devices), Android TV, Amazon Fire Stick, Roku Devices, Xumo, Comcast, Cox, Dish, and Sling. The iOS app will be the model for the other platforms and will be rolled out across them.

\* Photo cover : Genius Brands International announced the acquisition of approximately 230 new episodes of programming, including the #1 rated anime phenomenon, Yu-Gi-Oh! ARC-V, based on the trading card game from Konami.

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