



01 Space Boy

02 The ToonGoggles website

# ToonGoggles.com

## Totally, Mobiley, Globally

New kids on the block  
ToonGoggles offer a unique approach for animators and producers to harvest data about their cartoons from their target audience to make it easier for them to pitch to buyers



What is ToonGoggles.com?

ToonGoggles.com is a child friendly and fun-filled animation destination where animators and producers

can place cartoon trailers, pilots and episodes in front of millions of kids with Internet access from all over the world and collect analytic data.

What is the need for this analytic data?

The information we offer includes how many times a cartoon has been viewed, from which territories they're watching, how long people are watching their animation and much more. This never-before-offered data will prove crucial to producers when pitching to network executives for licensing, or in some cases, pitching financial partners.

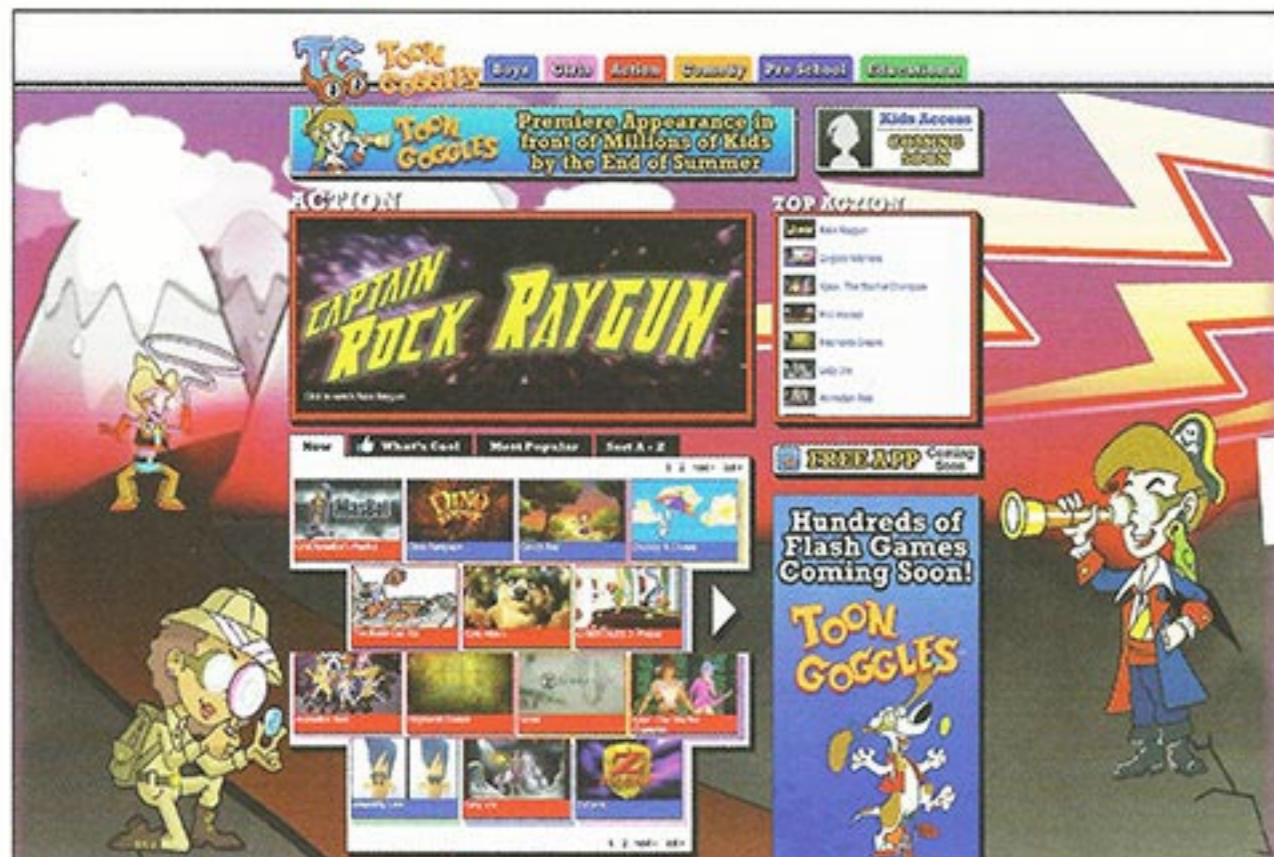
How did the concept for ToonGoggles.com come about?

The idea developed from the endless frustration that producers and show runners encounter when pitching their animation

to television networks. We studied the animation industry and determined there was a glaring need for children to have access to all the fantastic cartoons that are created every year. ToonGoggles.com has been developed as a parent-friendly, highly organized, YouTube-style web portal for children to discover all the wonderful animation that is offered every year, yet never appears on TV.

What does ToonGoggles.com offer that is different from the other billion dollar children's websites that already exist?

Sites created and run by TV networks attract hundreds of millions of kids each month with their animation and games. ToonGoggles.com offers an enjoyable and endless opportunity to watch more cartoons in one destination than anywhere else on earth! We ensure that all the animation placed on our site is suitable for children of all ages and presented in an engaging, dynamic and mobile platform that is free from all the clutter, distractions, and navigational confusion that currently exists on children's websites today.





**Mobile platform? Is that the meaning of your motto, 'TOTALLY, MOBILEY, GLOBALLY'?**

Mobile devices now permeate every aspect of our culture, with the ability to deliver content to anyone, anytime, and anywhere in the world.

ToonGoggles.com has developed its site in an HTML5 framework that allows for viewing on any Internet-capable mobile device. We have created viral opportunities for children to discover and share cartoons with their friends using social media and email, and currently have an application in development for iOS and Android that will allow kids to save their favourite cartoons from ToonGoggles.com to their mobile device for offline viewing. We want kids to take ToonGoggles.com with them wherever they go!

**The majority of children's websites cater to advertisers. Do you plan to share in the billions of dollars that are generated annually by advertising?**

Yes. In addition to what ToonGoggles.com offers the industry already, we plan to share a portion of all advertising revenue generated with our rights holders. **IMG**

