



GLOBAL PHENOMENON

129 markets, 37 languages, and
over 30 licensing programs

Over \$11 billion in worldwide retail sales



Broadcasted on Nickelodeon (x17 episodes per week)
and Nick Junior (x10 episodes per week)

Until today Dora has reached **69,2%** of all kids 3-5 y/o
in The Netherlands on Nickelodeon and Nick Jr. Digital channel in 2011

2011: promotions with

➤ Kruidvat ◀



BLOKKER

Standaard
Boekhandel



N°2 most popular
property in NL for kids 4-7

- September: Help Dora Help!
- October: Dance Recital (ballet theme)
- October: Halloween Parade
- November: King Unicornio, Save Atlantis & Save King Unicornio (trilogy)
- November: Mermaid special