

BEYBLADE BURST™



YPSILON LICENSING



Synopsis

Aiger Akabane is a wild child who grew up surrounded by nature. Inspired by a casual bey match with World Champion Valt Aoi, Aiger sets out to become an invincible blader with the help of his turbo bey, Z Achilles. Fighting against powerful opponents and gaining strength, Aiger seeks the opportunity to dethrone Valt and win the title of world champion. Here begins the story of the epic adventures and fierce fighting of Aiger on his way to the top.



Know more about Beyblade

Beyblade is a Japanese manga series written and illustrated by Takao Aoki to promote sales of spinning tops called "Beyblades." Originally serialized and ranking number 1 in the storyline manga genre CoroCoro Comic from September 1999 to July 2004.

1st season, Beyblade Burst 51x22'

2nd season Beyblade Burst Evolution 51x22'

3rd season Beyblade Burst Turbo 51x22'

More series in production.



Beyblade in numbers

Over **5** million downloads.

567 million digital battles.

100.000 daily active users.

25MM+ on-line battles.


2 million app users every month!

The most requested toy for the "Magic Kings" celebration on January 2019.

TV

Target **6-12** years old.

Ratings very strong among kids

8-12 years old in  Spain

Licensing Representation in Spain

Worldwide Master Toy



400+ licensees and partners Worldwide.
Dolci Preziosi renews confectionery in Spain.
New opportunities across categories.

Hasbro increases brand awareness with retail events and promotions: Beyblade Burst World and National Championship in Spain.



Broadcasters

Boing Spain, TV Tokyo, Disney XD USA, Disney XD Canada, Teletoon Canada, Gulli France, Canal J France, K2 Italy, KIX UK, Nickelodeon Germany, Biggs Portugal, B.O.Z. Netherlands, Kadet Belgium, Nickelodeon Israel, Star Greece, Cartoon Network Turkey, Cartoon Network Latin America, Cartoon Network Korea, Animax Korea, KBS Kids Korea, YoYo TV Taiwan, Jade Honk Kong, Disney South East Asia, Star, Go! Australia, Tvnz New Zealand, Youku China, LETV China, Netflix.

