



temto

presents

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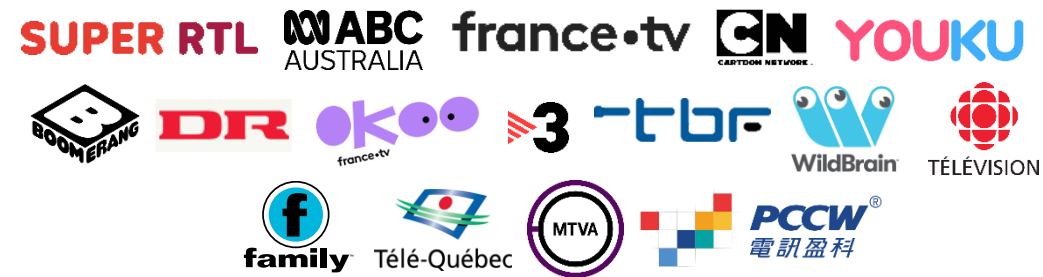


JADE ARMOR

2 seasons of 26 half hours

ACTION ADVENTURE COMEDY

SERIES OVERVIEW




THE CHOSEN ONE



The mystical Jade Armor is a legendary superhero. And now, it is Lan Jun's turn to be Jade Armor. Even she can't quite believe her destiny is to be this epic hero!

With the help of her friends, Theo and Alisha and the mystical Beasticons that accompany the Armor, Lan Jun is thrust into a series of action-packed adventures.

Each day, she must contend with both an evil array of super villains and the very real trials of teenage life.



While learning to master her new mystical Armor, Jade must battle powerful villains.

Even ones who may seem ridiculous are no joke – the stakes are always high..

The Crimson Lord

The Crimson Shards of the Armor



Shards cause unusual and chaotic problems around Ban Tang.

Equal parts funny and perilous, this is not your standard super villain stuff.



The accidental hero provides comedic heart, as Lan Jun/Jade tries to balance her identity as a mystical warrior with her life as a normal teenage girl.





Family dynamics and friendship are key components in each adventure, punctuated with stunning, unique battles.





- With Jade Armor, Super RTL was second-best kids channel in this slot, behind well-established KiKA.
- **Among older children, Super RTL ranked 1st**, more than, KiKA and Disney Channel, respectively.
- Jade Armor enabled **Super RTL to increase its market share in the children 10 to 13 demo**, gaining 0.3 points compared to last year's results in the 5:20 pm slot and **increased its audience share among children by 9%**.
- This time slot was the best during the first five months, with an average of **46,500 children watching per episode**.
- The series reached its **record week with an average of 64,200 children** aged 3 to 13.
- Thanks to the series, the channel Jade Armor appealed equally to **boys and girls**.

SUPER RTL

TOGGO
VON SUPER RTL

france.tv



- Jade Armor **increased France 4's market share compared to the same period last year in all demos**, especially among children aged 4 to 14 years old with a 2.1 points rise in the 10:30 am week-end slot.
- Jade Armor was **the best performing programme on France 4 during the studied period in the children 4 to 14** with an average of 39,300 children per episode, this was more than its two main competitors.
- The show was broadcast during three morning slots, accumulating **a total of 887.5K viewing hours over 215 airings** in four first months of broadcast
- The series slightly **appealed more to boys but remained well-balanced in terms of gender**.

Tento



Jade Armor is a key ratings driver across EMEA among kids YTD

- Ranked Top 3 for Cartoon Network Italy.
- **Top 10 in 8 EMEA markets** (based on TVR Rank)
- Broadcast across **two continents**, Europe and Africa/Middle East, and in **nearly 150 territories**.
- The series is available in **a multitude of languages**.
- Across all territories, the series has recorded **36 million views** on TV channels, 2.1K minutes watched on YouTube, and 303K views on TikTok.



Jade Armor made its way into the **top 30 of all youth programming**. When focusing specifically on content targeting the **7–12 age group**, the series ranks **even higher, placing in the top 15 on the platform**.

In Weekdays on ABC ME at 5:30pm, then 6:45am, *Jade Armor* S1 has achieved an average audience of 22K total people and a 20.3% metro share in our key demo of children 7-12, which is **above the timeslot share average when compared with 2023 (14.4%) and 2022 (13.2%)**.





Hong Kong : PCCW / NowTV
In Cantonese
Launch date : December 2023



Danemark : DR
Launch date : August 2024

Chine : Youku
In Mandarin
Launch date : 27 September 2024



Hongrie : MTVA
Launch date : February 2024

French Belgium : RTBF
Launch date : September 2024



FESTIVALS

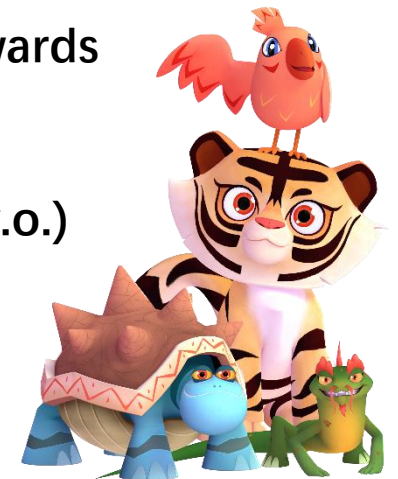


Goldener Spatz - Nomination "Best Animated Series"

Festival national du film d'animation de Rennes – Nomination

Cartoons on the Bay - International Panorama of the Pulcinella awards (hors compétition)

Ecran Jeunesse – Luchon - Nomination – Animated series (7 to 9 y.o.)



KEY CREATIVES

Chloe Miller • Co-Creator and Director.

- Director of Emmy nominated *Angelo Rules*.
- Art Director for *Babar and Badou* and Animated Feature *Yellowbird*

Denis Do

• Co-Director

- Writer and Director of *Funan* (2018 Annecy's Cristal)
- Layout artist on *Calamity*, *Childhood of Martha Jane Canary* and *Long Way North*

M.J. Offen

• Head Writer

- *Monster High*
- *Wellie Wishers*

Ghis Pujol

• Script Editor

- *Team Dronix*
- *Lassie*





Crouching Teen, Hidden Powers

Find out all about *Jade Armor*, TeamTO's new animated action-comedy series about a martial arts-loving heroine.
By Ramin Zahed

French animation studio TeamTO has been behind a long list of animated shows such as *Angela Rules*, *Mighty Mike* and *City of Ghosts* for the past 17 years. This year, audiences around the world will get a chance to enjoy the latest from the well-respected ton powerhouse: *Jade Armor* — a dynamic ton about a martial arts-loving teenage heroine who must learn the ancient secrets of her family and uncover the unexpected.

As series executive producer and TeamTO co-founder Corinne Kouper tells us, "This project was initially created by the Taiwanese creator Pongo Kuo with a boy lead. Under Chloe Miller's direction the show focused on a girl lead instead, and on family heritage. It took a long time, but it now has the essence of a very grand saga that can be developed in many different directions. A lot of work has gone into planting seeds that can branch off into other interesting stories while maintaining continuity and logic."

Miller, who has worked with Kouper on the studio's other shows such as *Mighty Mike* and



"I hope audiences will think about building their own identity, following their own path — which to me is the strongest message a show can bring to this age group."

— Producer Corinne Kouper

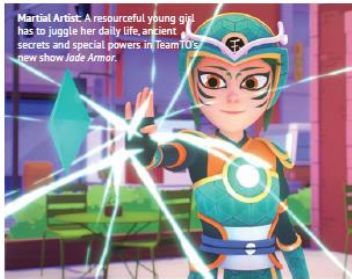
Pi Masks, adds, "We spent a lot of time pinpointing how to instill comedy into what was initially a boys' action show. The idea was to make it a serialized coming-of-age story about how you grow up and build your life while being mindful of your family heritage. Not only does the show focus on Jade's story-line, but it also includes her friends Pearl and Kai's personal trajectories."

According to the creative team, the show was inspired by a wide range of pop culture elements, including Jackie Chan's physical humor, classic kung fu movies and Japanese "magical girl" anime. "Our head writer M.J. Offen (*My Little Pony*, *Barbie Dreamhouse Adventures*) was also influenced by various superhero comics and shows, so we ended up

with quite a unique mix," notes Miller. "For the staging, we mixed two different styles: slapstick comedy playing with physical humor (like Jackie Chan) in the scenes of everyday life, and the more aesthetic look of cloak-and-dagger films for the fight scenes, inspired by films such as *Crouching Tiger, Hidden Dragon* or *The Grandmaster*."

Clean Lines & Bright Colors

In terms of visuals, the show offers a mix of 2D graphic elements and CG objects. The 2D look is achieved with a generally very soft occlusion and a soft light treatment together with CG elements that have specular and reflection," says Miller. "Our artistic director Pierre Croco has a strong 2D background. He brought the



"We often had to animate more than one character battling at once... We managed to do it brilliantly thanks to our stunt artists who choreographed the fight scenes under the supervision of our co-director Denis Do — who, very helpfully, was himself a kung fu champion!"

— Co-creator & director Chloe Miller

sharp edges and clean line look of the characters and backgrounds. The colors are very bright and contrasted. We really tried to come up with a unique looking show, not trying to be realistic, i.e. not ultra-realistic with hair, but to give it more of a graphic and minimalist look."

The animation was produced entirely at TeamTO's two main studios in Paris and Bourg-lès-Valence. "100% of our pipeline is and always has been in France," says Kouper. "This is the key to our consistent quality control, reliable delivery timelines and the great team collaboration. Around 242 people worked on the production and writing, but with post production, actors and partners (broadcasters, CNC, etc.), there were 329 involved in the show."

One of the noteworthy aspects of the production is that most of the senior creative leads on the show are women. "As the co-creator of the show and the director, Chloe has had such an amazing vision for *Jade Armor*," says co-developer Mary Bredin. "I think Chloe connected with the story because she really understood our hero... so she was inside the characters the whole time. To round out the team, we needed a strong head writer and M.J. Offen loves this young teen world and has a great sense of humor."

Bredin mentions that Offen worked closely with the French story editor Ghislaine Pujol. "For the writers we actively sought out women because we thought a female viewpoint on action could bring a lot to the show," she adds.

"We worked with some amazing talent, including Maïrghread Scott (*Guardians of the Galaxy* series and *Magic: The Gathering*) and Nathalie Younglai (*Coroner*, *Dino Dana*), while they had some time! Rebecca Hobbs worked on the bible. On the French team, we had women scriptwriters like Valérie Chappellat, Suéna Airault and Catherine Guillot-Bonte. We really wanted women to be a big part of the show so we could bring a wonderful authentic voice to the characters in stories about martial arts."

When asked about the toughest parts of creating the show, Miller says the kung fu scenes were the most challenging by far. "We often had to animate more than one character battling at once and had to make it work on a TV budget and timing! We managed to do it brilliantly thanks to our stunt artists who choreographed the fight scenes and provided us with video execution, under the supervision of our co-director Denis Do — who, very helpfully, was himself a kung fu champion."

Bredin points out that all productions have their own challenges, but the creators have to believe in their choices and to be persistent. "Like many projects in development, this one started and stopped a few times, and to be honest — and to give everyone hope — we started development in 2011!" she shares. "A big challenge was getting the right people at the right time. When Chloe became available, and Mary Bredin joined the team, development on the bible really started to pick up; the first



bible and scripts were re-written many, many times. The other big challenge was getting the right mix of comedy and action — it takes a lot of work to keep a 7+ audience entertained!"

Now that the show is ready to capture the hearts of audiences on HBO Max, Kouper is very proud to have delivered it after such a long journey. "*Jade Armor* was one of the longest runs of my career, and I'm very proud that we're finally launching it with such amazing partners and teams," she says. "I like the fact that the characters are not stereotypes, that the villains are not completely bad, that the young characters all try to forge their own journey instead of following their family's paths. I feel like these messages are very strong and unusual in an animated show. Chloe brought this into the stories and it is now fascinating to see how it makes sense through the episodes. It is not just a simple comedy and action show; it is also a saga which offers a strong and positive message."

Miller says she hopes all young viewers are empowered to become whoever they want to be after watching her show. "We added many subtle details throughout the show to help kids realize that there are many ways to be a girl or a boy," she adds.

"Jade did not choose her destiny as a super heroine, she inherited it through a suit of armor that was passed down from mother to daughter. And although she is raised by her grandmothers in the family tradition of kung fu, she creates her own story, moving away from traditions and reinterpreting them in her own way," concludes Kouper. "I hope audiences will think about building their own identity, following their own path — which to me is the strongest message a show can bring to this age group."

Jade Armor premieres on HBO Max this year.

"Jade Armor" is a mix of French, North American, and Asian concepts to appeal to global audiences."

APC Kids & TeamTO partner on action-comedy series 'Jade Armor'

01 FEBRUARY 2023 // WOMEN IN ANIMATION



Skwifty
ANIMATION MAGAZINE



Like 24

Two French powerhouses, APC Kids, part of leading co-production and distribution group APC Studios, and leading content creator TeamTO, have joined forces on the new action-adventure comedy series *Jade Armor*. The partnership will see APC Kids distribute the series worldwide, excluding the Americas and China.



Jade Armor (APC Kids/TeamTO - image courtesy of ODA)

Produced by TeamTO with France Télévisions, the 26 x 26' stars a strong, kung-fun-loving female central character aimed at a 6 to 10 year old audience. The series has also been picked up by Warner Bros. Discovery for HBO Max and Cartoon Network (EMEA), France Télévisions (France), Super RTL (Germany), ABC (Australia) and CBC (Canada). *Jade Armor* debuted on France Télévisions' *Okaa* last September and Super RTL's *toggo.de* in November with excellent ratings out of the gate. It has been scheduled for launch on all other channels between late 2022 and early 2023.

The legendary Jade Armor is a mythical superhero, and now it is Lan Jun's turn to be Jade Armor. Even she can't quite believe her destiny is to be this epic hero! With the help of her friends, Theo and Alisha and the mystical Beasticons that accompany the Armor, Lan Jun is thrust into a series of action-packed adventures. Every day, she must contend with both an evil array of super villains and the very real trials of teenage life.

“TeamTO animated show JADE ARMOR has a strong female representation in its creative team and main characters, including the teenage heroine and her two buttkicking Kung-fu master grandmothers.”



TEAMTO

Jade Armor Season 2 Inspires TeamTO's Licensing Plans

TeamTO has partnered once again with leading kids platforms France Télévisions (France) and SUPER RTL (Germany) for a second series of its martial arts action-comedy series *Jade Armor* (26 x 22').

Aimed at 6-10-year-olds, the legendary *Jade Armor* is a mythical superhero, and now it is Lan Jun's turn to be Jade Armor. Even she can't quite believe her destiny is to be this epic hero! With the help of her friends, Theo and Alisha and the mystical Beasticons that accompany the Armor, Lan Jun is thrust into a series of action-packed adventures. Every day, she must contend with both an evil array of super villains and the very real trials of teenage life.

Jade Armor's talented all-female creative team is led by multi-award-winning executive producer **Corinne Kouper**, supported by showrunner and co-creator, **Chloé Miller**, head writer, **MJ Offen**; French story editor, **Ghyslaine Pujol**, and co-developer, **Mary Bredin**. Based on a concept by M Pongo Kuo, *Jade Armor* is entirely produced in TeamTO's state of the art animation studios in France.

Distributed by APC Kids, *Jade Armor* Season 1 (26 x 22') has been sold to

Cartoon Network (EMEA); France Télévisions (France); Super RTL (Germany); ABC (Australia), SRC (Canada); TéléQuébec (Canada); WildBrain (Canada); RTBF (Belgium); and DR (Denmark).

Along with a newly launched YouTube Channel, *Jade Armor* SEASON 2 brings the series to 52 22-minute episodes and sets the stage for a long-term licensing strategy.

"Season 2 of *Jade Armor* will provide an opportunity to roll out the show's licensing plans. We already have a detailed style guide with designs for *Jade's armor* and the highly collectible *Beasticons*, ideal for games, toys, costumes, plush, publishing, stationery, and promotions," commented **Patricia de Wilde, Director of Marketing and New Business**. "We've also been in talks with **Plug In Digital** about a video game for consoles and PC; development of the game should begin very soon. And we have initiated discussions with toy manufacturers and publishers together with licensing partners in Germany (Super RTL) and France (France Télévisions) among others. The aim is to have the first product ranges in stores by the end of 2025."

SECOND SERIES FOR JADE ARMOR

TeamTO, a leading creator of innovative kids entertainment, has partnered once again with leading kids platforms France Télévisions (France) and SUPER RTL (Germany) for a second series of its martial arts action-comedy series *Jade Armor* (26 x 22'). APC Kids, part of leading co-production and distribution group APC Studios, will continue to distribute both seasons internationally, while a new all-female Jade Armor channel will launch on YouTube. *Jade Armor* Season 1 (26 x 22') has been acquired by Cartoon Network (EMEA); France Télévisions (France); Super RTL (Germany); ABC (Australia), SRC (Canada); TéléQuébec (Canada); WildBrain (Canada); RTBF (Belgium); and DR (Denmark). Aimed at 6-10-year-olds *Jade Armor* now comprises

52 22-minute episodes. The legendary *Jade Armor* is a mythical superhero, and now it is Lan Jun's turn to be Jade Armor. Even she can't quite believe her destiny is to be this epic hero! With the help of her friends, Theo and Alisha and the mystical *Beasticons* that accompany the Armor, Lan Jun is thrust into a series of action-packed adventures. Every day, she must contend with both an evil array of super villains and the very real trials of teenage life. *Jade Armor*'s talented all-female creative team is led by multi-award-winning executive producer **Corinne Kouper**, supported by showrunner and co-creator, **Chloé Miller**; head writer, **MJ Offen**; French story editor, **Ghyslaine Pujol**, and co-developer, **Mary Bredin**. Based on a concept by M Pongo Kuo, *Jade Armor* is entirely produced in TeamTO's state of the art animation studios in France.



China's Youku picks up *Jade Armor*

Brand owner TeamTO is also working on video game and consumer products deals for the martial arts-inspired series, which has a second season in production.

By Sadhana Bharanidharan

January 25, 2024

TeamTO's CG-animated series *Jade Armor* (pictured) is heading to China, with streamer Youku acquiring VOD rights to its first season (26 x 26 minutes) in English and Mandarin.

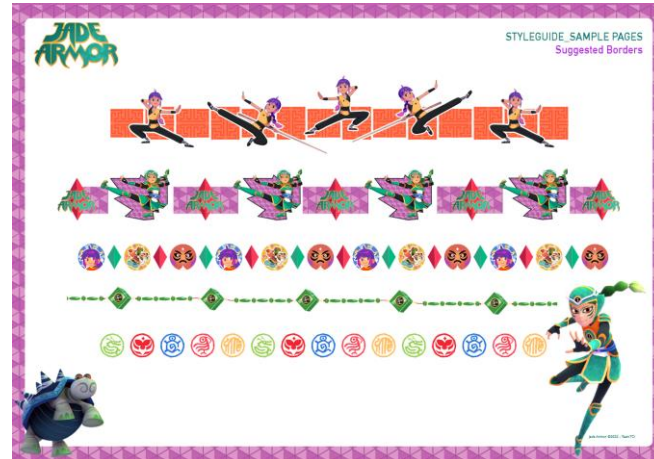
TeamTO is currently in production on season two, which will deliver to commissioning broadcasters France Télévisions and Super RTL in Germany next year. *Jade Armor* premiered in late 2022 and has since been picked up in regions including EMEA (Warner Bros. Discovery), Australia (ABC), Hong Kong and Macau (PCWW) and Canada (SRC, TéléQuébec, WildBrain). French distributor APC Kids manages worldwide rights to the show.

The series targets the six to 10 set and stars a teen girl who inherits mythical superpowers. Episodes explore her journey to juggle her newfound role fighting supervillains with the trials and tribulations of teenage life.

Building on the momentum of the second season, TeamTO is working on plans to build out the franchise, starting with a video game. The company is talking to France's Plug In Digital (*Angelo—Skate Away*) about developing and producing a *Jade Armor* game for consoles and PC.

TeamTO is also in discussions with several potential licensing partners in France and Germany for toys and publishing that should hit retail in late 2025.

POTENTIAL MERCHANDISING



COMMUNICATION CAMPAIGN



Stand TeamTO au Festival d'Anney / MIFA 2022



Stand TeamTO au Festival d'Anney / MIFA 2022



Stand France TV au MIFA 2022



Navette du Festival d'Anney en partenariat avec France TV



Campagne publicitaire de TOGGO/RTL Disney sur les tramways des villes de Cologne et Dortmund en Allemagne

**SEASON 2
IN PRODUCTION**

26 x 22 minutes

**Deliveries completed
by Q3 2025**





**JADE
ARMOR**

Contacts: corinne.kouper@teamto.com

