



**MARVISTA ENTERTAINMENT ACQUIRES LATIN AMERICAN MEDIA,
LICENSING AND MERCHANDISING RIGHTS
TO *YO-KAI WATCH* FROM DENTSU ENTERTAINMENT USA, INC.**

**Company to Introduce 26 Half-Hour Episodes of the Highly Successful Animated Series to
Partners Throughout Latin America**

Los Angeles, CA (May 5, 2015) – Following the recent announcement that MarVista Entertainment (MarVista) acquired the Latin American rights to *Little Battlers eXperience (LBX™)*, the popular animation franchise from Dentsu Entertainment USA, Inc. (Dentsu), the two companies have concluded a new agreement for MarVista to acquire Latin American rights to 26 half-hour episodes of the Japanese mega-hit animated television series, *YO-KAI WATCH* and will control the licensing and merchandising rights in the region. The news was announced today by MarVista Entertainment CEO, Fernando Szew.

“YO-KAI WATCH has taken the Japanese market by storm since its introduction in January 2014 on TV Tokyo, boasting #1 animated show ratings for Kids 4 - 12-years-old on the network,” commented Szew. “Plans are well underway for a major roll-out of this sensational franchise across the Americas, and MarVista is eager to deliver the brand to major broadcast and consumer products partners throughout the Latin American region.”

“Having recently concluded our agreement with MarVista for *LBX*, we know that they are the right partner for us to also license *YO-KAI WATCH* into the Latin American marketplace,” added Mr. Marc Harrington, Sr. VP, Global Strategy & Development at Dentsu Entertainment USA, Inc. “The company’s relationships in the region are unparalleled, and we look forward to working together to bring this Japanese powerhouse hit to children throughout the region.”

Most recently, Dentsu Entertainment USA, Inc. and TV TOKYO Corporation announced a partnership with leading global play company Hasbro Inc. to bring the hugely popular multimedia franchise to new markets, with Hasbro introducing an innovative toy line for the franchise in 2016.

YO-KAI WATCH is an original concept created by renowned Japanese game company LEVEL-5, Inc., and 7.49 million units of the Nintendo 3DS video games have been distributed in Japan. With an imaginative plot, great characters, comedy and adventure, *YO-KAI WATCH* has become one of the most popular franchises of all time in Japan. The story centers around a young boy who gets a special watch empowering him to discover and summon mysterious Yo-kai that help him solve problems in his daily life usually caused by other trouble-making Yo-kai. The *YO-KAI WATCH* animated series, a joint production effort of LEVEL-5, Inc., Dentsu Inc., and TV TOKYO Corporation, is the top-rated show for kids 4-12 across all genres on TV TOKYO and has the highest average household ratings among all regularly scheduled animated programs on the network.

In addition to the TV series, the *YO-KAI WATCH* franchise has enjoyed tremendous success across several product categories since it began in Japan, including selling millions of copies of *YO-KAI WATCH* manga and related books and generating hundreds of millions of U.S. dollars in retail sales of toys and other merchandise, that does not include games, music CDs, and publishing.

More...

About Dentsu Entertainment USA, Inc.

Dentsu Entertainment USA, Inc. was formed in 2010 as a wholly owned subsidiary of Dentsu Inc. (Tokyo Stock Exchange, Code 4324). Dentsu Inc. is the world's largest advertising agency, and a leading producer of Japanese animation, with approximately 40,000 full-time employees and more than 750 subsidiaries and affiliates worldwide. Dentsu Entertainment USA develops original animation programming and media content for domestic and international markets, and manages licensing programs for new and existing properties. Current projects include: **YO-KAI WATCH™** now in development for the Americas in 2015, which debuted on TV Tokyo and is consistently ranked as the top-rated show in its time block; **LBX™** (a.k.a. "**Little Battlers eXperience**"), a highly successful animation, video game and toy franchise, based on miniature customizable robots; **Deltora Quest®**, a 52-episode animated series airing globally, and based on the international top-selling fantasy-adventure book series of the same name; and **Monsuno®**, an innovative toy line and animated boys action adventure series currently airing on Nicktoons and free-to-air channels in more than 150 countries. Dentsu Entertainment USA is headquartered in Santa Monica, CA. For more information, please visit www.DentsuEntertainment.com.

About MarVista Entertainment:

MarVista Entertainment, spearheaded by Founding Partner and Chief Executive Officer Fernando Szew, is one of the world's leading independent features and family entertainment production and distribution companies. Under Szew's 10-plus-year leadership, MarVista has achieved remarkable growth through a strategy that complements its distribution slate with acquisitions across all media platforms, as well as third party distribution content agreements. MarVista has produced more than 200 movies and continues its expansion in production and distribution. The company currently has a catalog of more than 2000 hours of content, and with approximately 40 new movies per year added to the company's distribution pipeline, MarVista has become one of the largest suppliers of movies to the worldwide marketplace.

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We're ranking and profiling the
entertainment companies again in

Yo-Kai Watch headed to Latin America



3 hours ago by [Patrick Callan](#)

L.A.-based MarVista Entertainment has picked up Latin American distribution rights to 26 half-hour episodes of Dentsu Entertainment USA's Japanese anime series *Yo-Kai Watch*.

The deal will also see both companies collaborate on licensing and merchandising in the region for the franchise. *Yo-Kai Watch* is based on Japanese gaming company Level-5's Nintendo 3DS video game series of the same name, whose distribution numbers have soared to 7.5 million units in Japan.

Co-produced by Level-5, Dentsu Entertainment USA and TV Tokyo, the series follows a young boy who uses a special watch to summon the mysterious Yo-Kai, who help him solve problems in his daily life.

It currently ranks number one on TV Tokyo with kids ages four to 12, and has the highest average household ratings among all regularly scheduled animated programs on the network.

So far, *Yo-Kai Watch* merch is seeing strong retail success in Japan and MarVista and Level-5 will look to carry that momentum into LatAm.

Dentsu Entertainment USA and TV Tokyo also recently announced a partnership with Hasbro to bring a new toy line for the franchise to market in 2016.



Disney Channel lines up Teen Beach 2, Best Friends Whenever; Yo-Kai Watch headed to Latin America - May 6, 2015

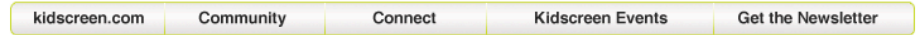
Kidscreen Daily

Sent: Wednesday, May 6, 2015 at 9:20 AM

To: carolholdsworth@cox.net

A copy of this message is on the server.

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Disney Channel slates Teen Beach 2, Best Friends Whenever for June premieres

BROADCASTER / BROADCASTING / COMPANIES / NEWS / TV Disney Channel's original movie *Teen Beach 2* (pictured) and new live-action comedy *Best Friends Whenever* are both slated to debut in the US on Friday, June 26.



Yo-Kai Watch headed to Latin America

CONSUMER PRODUCTS / NEWS / TV L.A.-based MarVista Entertainment has picked up Latin American distribution rights to 26 half-hour episodes of Dentsu Entertainment USA's hit Japanese anime series *Yo-Kai Watch*.

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MarVista adds to animé stable

US-based production and distribution firm MarVista Entertainment has acquired the Latin American rights to another animated series from Japan.

MarVista will represent Yo-Kai Watch (26×30'), the top-rated series among kids aged 4-12 across all genres on TV Tokyo in Japan, in the region.

Created by Japanese game company Level-5, the franchise follows a young boy who gets a special watch empowering him to discover and summon mysterious beings that help him solve problems in his daily life.

The series is set to be introduced into new markets with a toy line by TV Tokyo alongside Dentsu Entertainment USA and toyco Hasbro in 2016.

It comes after LA-based MarVista acquired the Lat Am rights to animated series Little Battlers experience, also from distributor, broadcaster and ad giant Dentsu.



Yo-Kai Watch was created Japanese game company Level-5

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Nico Franks
06-05-2015
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MarVista picks up another Dentsu toon

by TBI reporter | May 6, 2015

US-based producer and distributor MarVista has acquired Latin American rights to *Yo-Kai Watch*, the second anime inspired toon series it has picked up in recent weeks from Japan's Dentsu.

The 26x30mins series has proved popular in Japan where it is shown on TV Tokyo. MarVista has TV and L&M rights throughout Lat-Am.

The agreement comes on the heels of another recently inked with Dentsu, for the *Little Battlers eXperience (LBX)* series.

"*Yo-Kai Watch* has taken the Japanese market by storm since its introduction in January 2014 on TV Tokyo, becoming the number one animated show for kids [aged] four to twelve-years-old on the network," said MarVista CEO Fernando Szew.

The series follows a young boy who gets a special watch empowering him to discover and summon mysterious 'Yo-kai' supernatural monsters that help him solve problems.

Marc Harrington, senior VP, global strategy & development at Dentsu Entertainment USA, added: "Having recently concluded our agreement with MarVista for LBX, we know that they are the right partner for us to also license *Yo-Kai Watch* into the Latin American marketplace."

Yo-Kai Watch was created by Japanese video game company Level-5. The game has sold over seven million copies in Japan. The TV series targets 4-to-12s and was made by Level-5, Dentsu and TV Tokyo.

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MarVista adquiere derechos de *Yo-Kai Watch* para LatAm

2015.05.05 | MarVista Entertainment confirmó la adquisición de los derechos para Latinoamérica de *Yo-Kai Watch* (26x'30), propiedad de Dentsu Entertainment.



Yo-Kai Watch

'Yo-Kai Watch ha tomado el mercado japonés por sorpresa desde su lanzamiento en enero de 2014 a través de TV Tokyo, subiendo los valores de audiencia entre niños de 4 y 12 años', remarcó **Fernando Szew**, CEO de **MarVista**. 'Nuestro plan de despliegue de la franquicia en la región ya está en marcha para todo el continente americano, y estamos seguros que será un éxito'.

'Tras concluir la firma de un acuerdo con MarVista por la serie animada *LBX*, sabemos que son el partner ideal para llevar la marca *Yo-Kai Watch* a América Latina', destacó **Marc Harrington**, SVP de estrategia global y desarrollo de **Dentsu Entertainment USA**.

Creado por la compañía de videojuegos **Level-5**, *Yo-Kai Watch* vendió más de 7.49 millones de juegos para la consola **Nintendo 3DS** en Japón, convirtiéndose en una de las franquicias más importantes del país. La historia se centra en las aventuras de un chico que adquiere un reloj especial que le presentará a un misterioso Yo-kai que lo ayudará a resolver los problemas creados por otras criaturas Yo-kai.

TAMBIÉN TE PUEDE INTERESAR



MarVista adquiere derechos de *LBX* para América Latina



Alfred Haber adquiere derechos de *You Can't lick your Elbow*



Beta Cinema adquiere derechos de *Colonia*



GRB adquiere los derechos de distribución internacional de *Chug*



España: Mediapro adquiere los derechos de la trilogía *Africanus*



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MarVista Entertainment adquiere derechos para Latinoamérica de Yo-Kai Watch

Por Jessica Rodríguez

Publicado: 6 Mayo 2015



LOS ÁNGELES: MarVista Entertainment firmó un acuerdo con Dentsu Entertainment USA para adquirir los derechos para América latina de 26 episodios de media hora de duración cada uno de la serie televisiva japonesa *Yo-Kai Watch*.

MarVista también tendrá el control de los derechos de licencias y mercancías de la propiedad en la región. El anuncio fue realizado por Fernando Szew, CEO de MarVista Entertainment.

"*Yo-Kai Watch* ha tomado el mercado japonés desde su introducción en enero de 2014 en TV Tokyo, impulsando los ratings del show animado número uno para niños de 4 a 12 años en la cadena", comentó Szew. "Hay planes en marcha para un importante despliegue de esta franquicia sensacional a través del continente americano y MarVista está ansioso de ofrecer la marca a los principales socios de televisión y de productos de consumo en toda la región latinoamericana".

"Habiendo concluido recientemente nuestro acuerdo con MarVista para *LBX*, sabemos que son el socio correcto para nosotros para que licenciamos *Yo-Kai Watch* en el mercado latinoamericano", agregó Marc Harrington, VP sénior de estrategia global y desarrollo de Dentsu Entertainment USA. "La relación de la compañía en la región es sin igual y esperamos poder trabajar juntos para traer este poderoso éxito japonés a los niños a través de la región".

Yo-Kai Watch es un concepto original creado por la renombrada compañía de juegos japonés LEVEL-5. La historia gira en torno a un joven niño que tiene un reloj especial que le da el poder de descubrir y convocar al misterioso Yo-Kai que le ayuda a resolver problemas en su vida diaria usualmente causadas por otro Yo-Kai rebelde.

Además de la serie televisiva, la franquicia de Yo-Kai Watch ha disfrutado de gran éxito a través de varias categorías de productos desde que inició en Japón, incluyendo ventas de millones de copias de *Yo-Kai Watch* manga y libros relacionados, ventas de juguetes y otras mercancías, que no incluye los juegos, CDs de música y editoriales.

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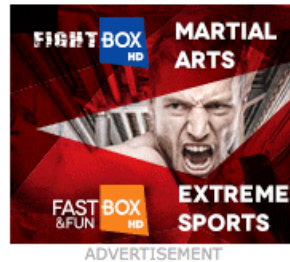
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MarVista Entertainment to Rep Anime Yo-Kai Watch in LatAm

By Joel Marino

Published: May 6, 2015



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LOS ANGELES: MarVista Entertainment has secured the Latin American rights for the Japanese animated series *Yo-Kai Watch*, handling the licensing and merchandising rights for the show in the region.

The 26x30-minute series is a joint production effort of LEVEL-5, Dentsu and TV Tokyo Corporation. Originally a game designed for Nintendo 3DS, the show, manga and other related products follow a young boy who gets a special watch empowering him to discover and summon mysterious Yo-Kai to

help him solve problems in his daily life.

"*Yo-Kai Watch* has taken the Japanese market by storm since its introduction in January 2014 on TV Tokyo, boasting [number one] animated show ratings for Kids 4 to 12 years old on the network," commented Fernando Szew, MarVista Entertainment's CEO. "Plans are well underway for a major rollout of this sensational franchise across the Americas, and MarVista is eager to deliver the brand to major broadcast and consumer products partners throughout the Latin American region."

"Having recently concluded our agreement with MarVista for *LBX*, we know that they are the right partner for us to also license *Yo-Kai Watch* into the Latin American marketplace," added Marc Harrington, the senior VP of global strategy and development at Dentsu Entertainment USA. "The company's relationships in the region are unparalleled, and we look forward to working together to bring this Japanese powerhouse hit to children throughout the region."

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MarVista extends LATAM licensing agreement with Dentsu

Juan Fernandez Gonzalez | 06 May 2015

Following the recent announcement of MarVista Entertainment acquiring the Latin American rights to Little Battlers eXperience from Dentsu Entertainment, the two companies have concluded a new agreement for Latin American rights to the Japanese animated TV series, Yo-kai Watch, including licensing and merchandising rights in the region.

"Yo-kai Watch has taken the Japanese market by storm since its introduction in January 2014 on TV Tokyo, boasting number one animated show ratings for kids 4-12 years old on the network," commented [MarVista's](#) CEO, Fernando Szew. "Plans are well underway for a major roll-out of this franchise across the Americas, and MarVista is eager to deliver the brand to major broadcast and consumer products partners throughout the Latin American region".

"Having recently concluded another [agreement](#) with MarVista, we know that they are the right partner for us to also license Yo-kai Watch into the Latin American market," added Marc Harrington, senior VP for global strategy and development at [Dentsu Entertainment USA](#).

Yo-kai Watch is an original concept created by Japanese game company LEVEL-5. With an imaginative plot, great characters, comedy and adventure, YO-KAI WATCH has become one of the most popular franchises of all time in Japan.

MarVista Entertainment Acquires *Yo-Kai Watch*

MarVista Entertainment struck a deal with Dentsu Entertainment USA for the Latin American rights to *Little Battlers eXperience (LBX)*, the animation franchise from Dentsu Entertainment USA. MarVista has the rights to 26 episodes of animated series *Yo-Kai Watch*, as well as licensing and merchandising in the region. The series targets kids ages four through 12. The announcement was made by Fernando Szew, CEO of MarVista Entertainment.

<http://www.marvista.net>