TomTomi

Brand Introduction

Tomtomi IP Partnership Proposal



STARONE
ENTERTAINMENT



2.3B Views, A Global Fandom, Kids' IP Tomtomi

2.3 million subscribers and over 2.3 billion views on YouTube worldwide.

Meet Tomtomi–the next-generation rising star with a fresh audience that is already loyal.



BRAND
INTRODUCTION

STARONE Entertainment:
23 Years of Content Expertise

1

Two decades of know-how and infrastructure



Founded in 2003, STARONE Entertainment has spent 23 years producing well-crafted music and video. That consistent, best-in-class output has made us one of Korea's most trusted kids' content brands.

2

Our own studio and creative team



From concept and production through to distribution, our in-house studio and top-tier creative team work as one–creating premium music and video and delivering it across every major platform.

3

A leader in the global kids' market



Since 2014, partnerships with some of Korea's most popular characters have built a strong position in children's music. Today Tomtomi's educational, imaginative content is earning recognition with audiences around the world.

HISTORY

Built on the strength of its music, STARONE Entertainment is now executing a high-growth, J-curve expansion strategy.

2003.09 Founding of STARONE Entertainment Co., Ltd. (STARONE)

2007.02 Completion of in-house recording studio facilities

2014.05 Exclusive agreement with Iconix for the "Tayo the Little Bus " kids' song album and release of Tayo and Friends Nursery Rhymes

2015.05 Exclusive agreement with Iconix for the official "Pororo" OST and kids' song albums and release of Singing Pororo and Friends

2019.09 Production of proprietary character IP, Tomtomi & Friends

2019.11 Trademark registration for Tomtomi in 21 classes in Korea and 3 classes in China

2019.12 Launch of Tomtomi Video Content on YouTube

2020.04 Listing and service launch on major music platforms including Melon, FLO and Spotify

2022.01 100,000 YouTube subscribers (Silver Creator Award) and 40 million cumulative views

2023.09 Completion of listings on SK BTV, KT, LG U+, TVING, Wavve and other kids' platforms

2023.10 400,000 subscribers and 200 million cumulative views across the Korean and English YouTube channels

2024.05 Partnership with K League 1 Ulsan HD FC, release of "Toward Victory" and Children's Day event

2024.06 100,000 subscribers and 50 million views on the Spanish-language channel

2024.07 Collaboration exhibition "Tomtomi x Dinosaurs Alive," one of CNN's 12 must-see immersive exhibitions

2024.08 Licensing agreement with SayPen, Korea's No. 1 smart learning device brand with 6 million users

2024.09 Exclusive distribution agreement for Tomtomi content with Chinese platform iQIYI

2024.12 Minister of Culture, Sports and Tourism Award in the character category atthe 2024 Korea Content Awards

2025.02 Licensing agreement with Haksan Publishing, one of Korea's leading publishers, expanding into 15 publication titles

2025.11 Official supply and broadcast agreement with general-programming channel TV CHOSUN, Excellence Award at the 3rd Korea Outstanding Toy Awards

2026.05 2 million global YouTube subscribers and 2 billion cumulative views

2026.08 Official supply and broadcast agreement with MBC, a Korean terrestrial broadcaster
Official supply and broadcast agreement with Arirang TV (for broadcast in Nicaragua)
Pop-up event at the Daejeon Hyundai Premium Outlet, a major Korean retail chain

2026.09 As of September 2026: 2.3 million global YouTube subscribers and 2.3 billion cumulative views

2026 -

From a global K-kids brand

to a mega IP

(Scale-Up)



Awarded the Minister's Prize at the 2024 Korea Content Awards

Tomtomi is **a K-kids brand building a solid reputation at home and abroad.**

Loved for its original content, Tomtomi has earned a deeply engaged fan base–and Silver Play Buttons on three separate YouTube channels.
In recognition of its global popularity and content quality, Tomtomi received the Minister of Culture, Sports and Tourism Award in the Character division at the 2024 Korea Content Awards, establishing itself as a next-generation hallyu (Korean Wave) character.



Silver Buttons on 3 channels



Minister of Culture, Sports and Tourism Award

High Platform Adoption, Earned Through Content Quality

In 2026, we continue to expand from Korea to content platforms **worldwide.**

YouTube, Spotify, iQIYI, JEI 재능TV, Btv, TVING, kt, MBC, TV CHOSUN, WATCHA, 노리Q, Wavve, beaver block

YouTube, Spotify, iQIYI, MBC, TV CHOSUN, KT, LG U+, WATCHA, Wavve and more



CONTENT

INTRODUCTION

Tomtomi Content, Loved Around the World











500+

Titles

Tomtomi’s library now spans more than 500 titles, organized across 20+ themes.

2.3M+

Subscribers

Tomtomi is in a steep growth phase, with 2.3 million subscribers worldwide across our Korean, English, Japanese, Spanish and German channels.

2.3B+

views

A steady stream of hit videos has taken our cumulative view count past 2.3 billion.

Meet Tomtomi and Friends

the Star Fairy TOMTOMI



#PositiveEnergy #Leader

- Bright, upbeat, always singing and dancing. A polar bear who never gives up. Simple on the surface, deep underneath - the leader.

the Moon Fairy LUNA



#Wise #SuperShy

- Quiet and calm, happiest alone–yet loves friends most of all. A reader with real wisdom. Shy, but always speaks up.

the Sun Fairy LEO



#Mighty #SoftInside

- The strongest in the world–and the quickest to get scared. Full of imagination and curiosity. Tough outside, soft inside.

the Wind Fairy DADA



#HighEnergy #Clumsy

- Easily flustered, endlessly energetic. A Pegasus with blistering speed. Rushes in, slips up but is always first to help friends.

the Cloud Fairy GENIE



#Inventor #Nerdy

- A nerd at heart. An inventor who builds wonders out of clouds. Sharp-tongued and sensitive–secretly adorable.

The World of Tomtomi



1 Characters with the magic of nature

The natural elements children meet every day transform into Tomtomi and friends, making nature feel friendlier and far more fun. Cloud cars, wind teleportation, star lamps–props powered by nature turn every Tomtomi adventure into something special.

2 Friends who grow up with your child

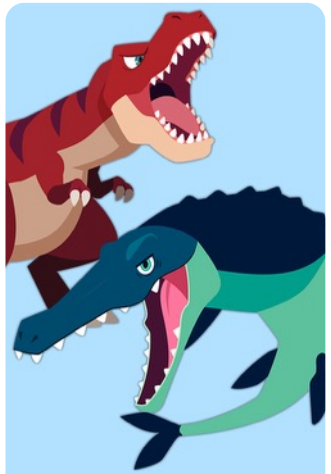
Tomtomi and friends were created to reflect the real personalities of young children. Kids recognize themselves in the characters and share in the joy of growing up together–building warmth and confidence, and naturally learning the values that make relationships work.

3 An endless world of imagination

Every episode drops Tomtomi and friends into a brand-new setting packed with adventure, sparking young imaginations. The one-of-a-kind environments and animal characters in each story make the adventure richer–growing curiosity and creativity at the same time.

A Deep Library, a Wide Audience

Dinosaur Songs



Meet all kinds of dinosaurs up close with Tomtomi!

Learning Songs



From Korean letters to numbers, ABCs and history songs, learning made fun!

Habit–building Songs



Everyday habits for every stage of growing up, learned naturally!

Animal Songs



From cute animals to curious creatures, watch young minds grow!

Other Content for Gen Z



500+ original titles: Tomtomi reaches everyone from preschoolers aged 3–6 all the way up to teens and adults in their forties.

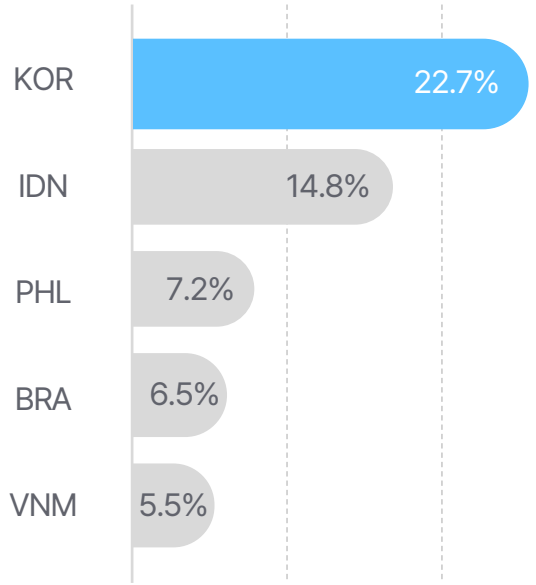


YouTube
INTRODUCTION

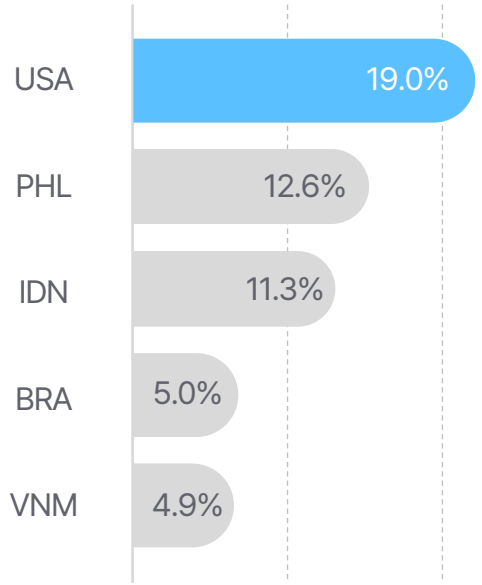
Global Channel Subscriber Demographics

Data as of 2025

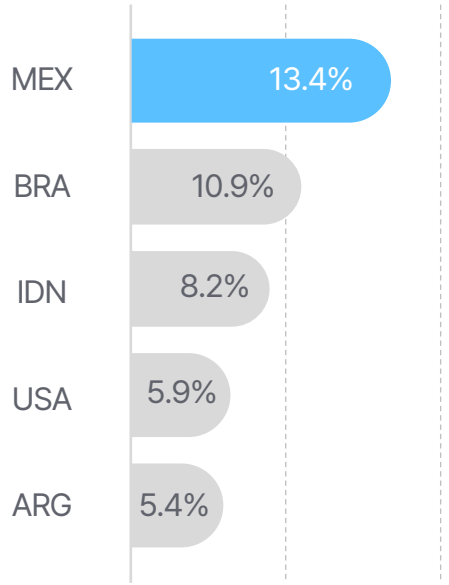
Korean



English



Spanish



Korean Channel Subscriber Demographics

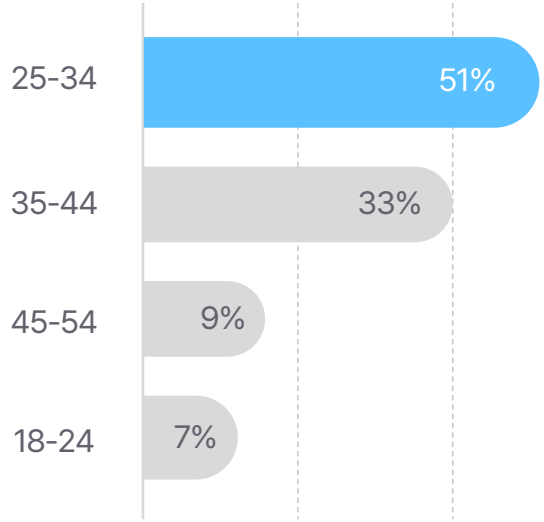
Data as of 2025

Gender

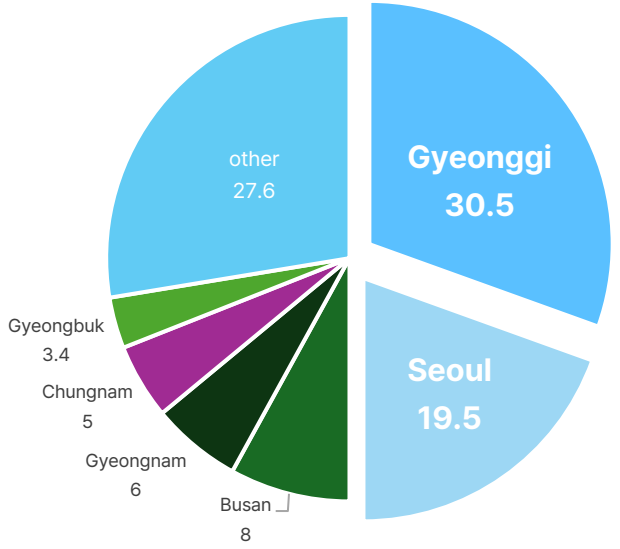
61% > 39%

female male

Age



Region (%)



61% of subscribers are women, and 84% are aged 25-44, the core purchase decision-makers in Korean households.
Viewership is in line with Korea's population distribution.

Top 3 Performing Content



Vehicles Series

From heavy machinery and garbage trucks to rockets–we turn the vehicles children see every day, plus some wonderfully unusual ones, into songs built around what they do and how big they are. Close to real life and pitched at a child's eye level, each song adds the context and explanation that keeps young viewers absorbed.



Dinosaur Series

Outstanding character design and animation, a rich soundtrack and lyrics children can't stop singing made Tomtomi the go-to name for dinosaurs. From the Dinosaur Name Song to Dinosaur Rangers and Dinosaurs Are Back, we set ourselves apart from other preschool dinosaur content by delivering fun and learning in equal measure.



Unique Creatures Series

Animations and songs on peculiar creatures–rarely encountered outside far-off zoos and aquariums. A spark for children's imagination and creativity, and a foundation for cognitive learning. Deeper engagement through themed categories:
Giant / Venomous / Hybrid Creatures.



COLLABORATION & LICENSING STATUS

Tomtomi × Korea's Category Leaders

1

Invited by Korea’s Leading Public Institutions

Tomtomi’s distinctive appeal and strong brand recognition have earned invitations from major public institutions–creating direct, face-to-face moments with young fans. Every appearance deepens Tomtomi’s brand value and takes it beyond a character, into a trusted name loved by children.



A Dinosaur Expedition with Tomtomi: Dinosaurs Alive

2

Teaming up with a world-class exhibition to grow the brand

Tomtomi partners with Dinosaurs Alive–one of CNN's "12 must-see immersive exhibitions" – to maximize marketing impact. At an exhibition that draws millions of visitors, Tomtomi showcases products and videos alongside dinosaur-song content that has reached 87 million views, and connects directly with audiences through Tomtomi Day events–raising brand awareness with every visit.



Cheering with Tomtomi: Ulsan HD FC Children's Day Collaboration

3

A new brand-marketing win for kids' content – alongside the K League champions

Working with K League 1 2022-2024 champions Ulsan HD FC, we released Toward Victory, the K League's first children's cheer song. On Children's Day, the Tomtomi mascot walked onto the pitch for the match-ball delivery ceremony, and the Tomtomi Cheer Challenge lifted both on-site participation and brand affinity–proving we can bring family audiences into the stadium and open up new offline brand touchpoints.



Meet Tomtomi Off-Screen: Our First Brand Pop-Up Store

4

10,000 Visitors at Tomtomi's First Brand Pop-Up

Together with Daejeon Hyundai Premium Outlet, we opened Tomtomi’s first pop-up: Tomtomi and Friends: In Search of the Lost Seed Star’s Light. The experience-led format–an animation pilot, kiosk games, a coloring zone and a stamp tour – earned strong visitor satisfaction. The results: more than 10,000 visitors (internal estimate) and a 32% increase in e-commerce sales against the previous month–driving awareness, customer satisfaction and real revenue growth.

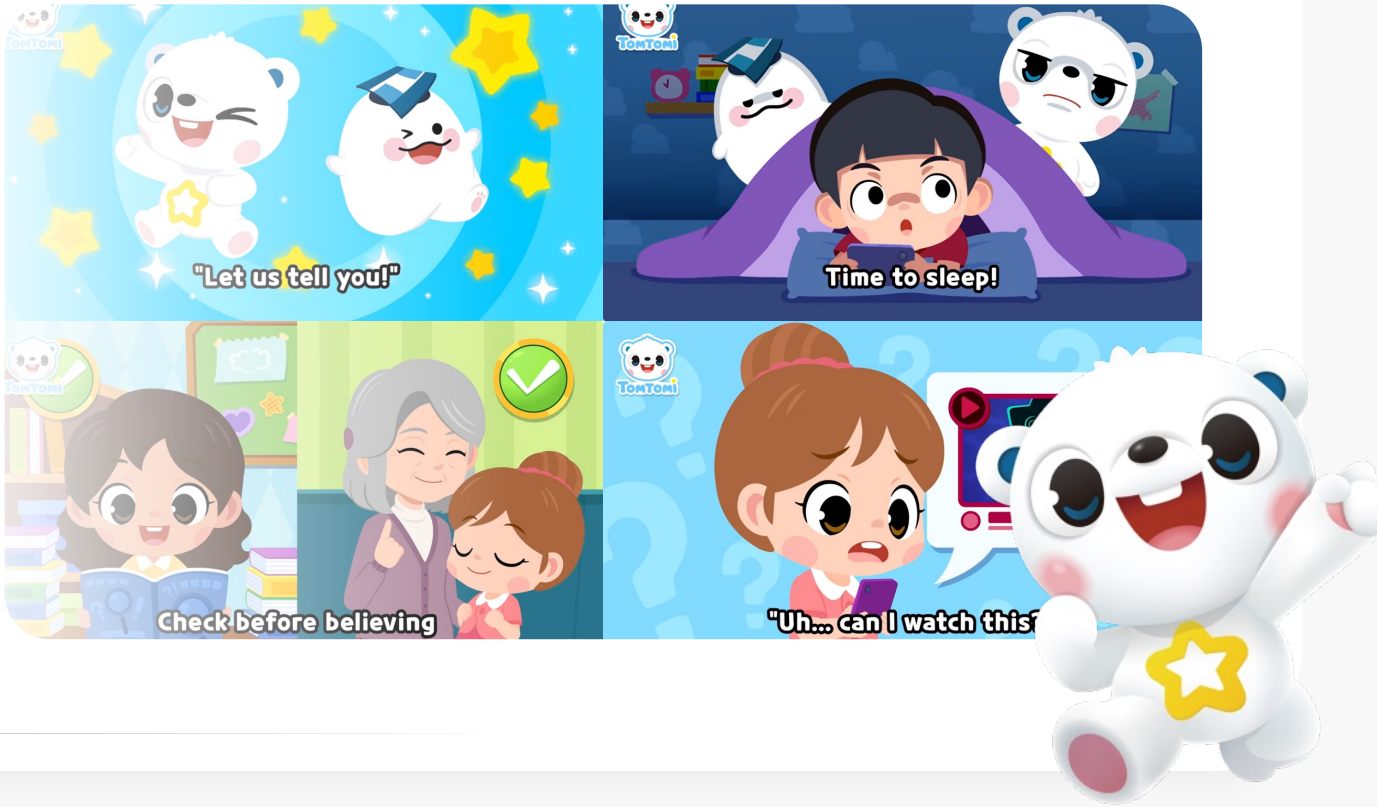


Tomtomi: Media Literacy for Every Family

5

Korea Press Foundation × Tomtomi – Media Literacy Campaign

Together with the Korea Press Foundation, we ran a campaign teaching children media literacy. Our in-house content team handled the lyrics, arrangement, design and animation, and multilingual recordings (Korean, English, Japanese, Chinese, Russian and Vietnamese) made the message accessible to multicultural and immigrant families in Korea. Released on September 14, 2026, the campaign is targeting more than 300,000 views.



Tomtomi Licensed Products

Tomtomi × SayPen

Through SayPen – Korea's No. 1 smart learning device brand, with 6 million users –
we launched the SayPen Tomtomi Edition (2024–2026), letting children listen, speak and learn.
Pairing play with learning, it built a strong fan base in the smart early-learning market.



Tomtomi Licensed Products

Tomtomi × Haksan Publishing

A proven content IP, expanding across learning, play and publishing

With Haksan Publishing, one of Korea's leading publishers, Tomtomi moves beyond video into kids' publishing.
Fifteen children's titles now target Korea's online and offline retail market, backed by a loyal fan base.





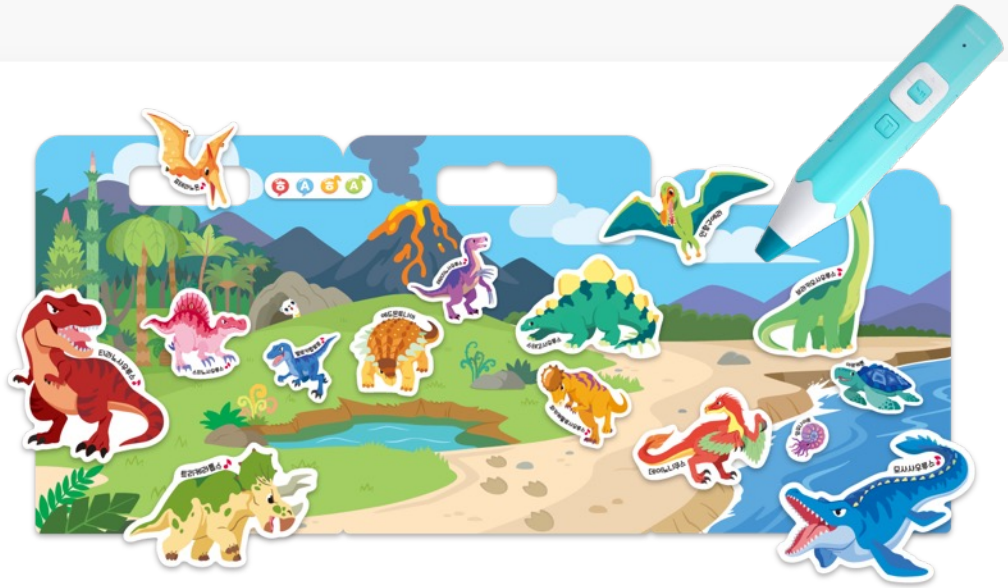
TOMTOMI PRODUCTS

Tomtomi Products

Tomtomi Singing Sticker Books (5 titles)

SayPen-compatible early-learning playbooks pairing Tomtomi's distinctive illustrations with music in Korean and English.
Touch the pen to a sticker–popular themes build creativity and language through play.





Tomtomi Products

Tomtomi Dinosaur Microphone

A children's microphone loaded with Tomtomi's dinosaur songs – 87 million combined views on YouTube.
A dinosaur voice-changer adds a new layer of play as children sing along, building creativity and self-expression.







Tomtomi Products

Tomtomi Great Figures Sound Book & Cards

The Great Figures cards and sound book–from a series with 30 million YouTube views–combine SayPen-linked learning, premium sound chips and rich history content. Sold out in two weeks; a Kyobo Book Centre kids' bestseller within a month.





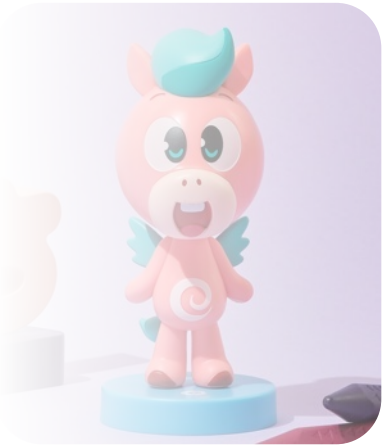




Tomtomi Products

Tomtomi and Friends Smart Figures

NFC-powered figures that play audio and video on a smart device and let children chat with the characters through AI.
One tap brings all five characters to life–a K-kids IP product children can hold.







Tomtomi Products

Tomtomi Plush Toys series

Soft, child-safe plush toys, cushions and keyrings that capture Tomtomi and friends in lively detail – a warm companion to take anywhere.







Tomtomi Products

Tomtomi Classic Story, Kids' Carol & Nursery Rhyme CDs

Classic stories, kids' carols and 123 popular nursery rhymes on CD–produced with top voice actors and producers. Premium arrangements and rich sound give Tomtomi an edge in the children's music album market.









PARTNERSHIP
REFERENCE

Content Collaboration



From songs to animation –
we extend your brand's story with Tomtomi.

What we can do together:

- Tailored branded content: planning and production built around your brand, campaign or product
- Brand storytelling powered by a library of 500+ songs and animations
- Multilingual content that accelerates your global launch – English, Japanese, Spanish and German
- A dedicated kids-market partner to build loyalty, not just reach

Tomtomi brings the content and the audience you need to enter the kids' market in earnest and build a loyal fan base. We will handle the rest.

Experiential & Exhibition Collaboration





We work with you so your customers feel your brand value with all five senses.

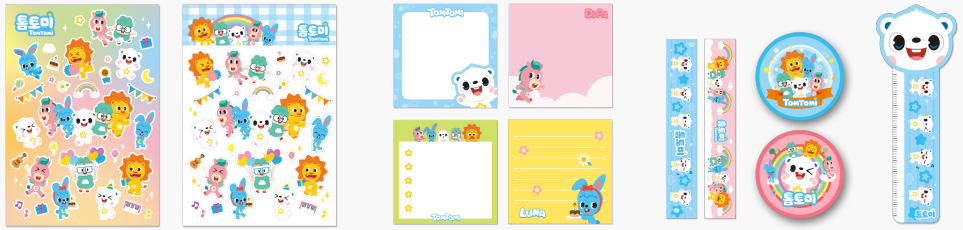
What we can do together:

- Integrated Marketing Communications (IMC)–one campaign from content channels through to offline
- Offline activations–pop-ups, marathons, exhibitions–and agency or institutional events
- Campaign impact amplified through IP: visual merchandising, music, digital displays and AR
- Real revenue through licensed merchandise

Deep story worlds, original animation and a rich music library–plus the infrastructure to deliver them. Partner with Tomtomi, a rising-star kids' IP proven in the field.

Licensing & Merchandising Collaboration









One brand–Tomtomi–for revenue and fandom at the same time.

What we can do together:

- Character goods–toys, stationery, novelty goods and general merchandise
- Publishing–books, learning materials and sticker books
- Lifestyle–tumblers, tableware and home goods
- Food–snacks, beverages and gummy candy
- Personal care–toothpaste, soap and lotion
- Fashion & apparel–clothing, accessories and bags

With Tomtomi, children choose you. We build products that capture their attention.

Thank You

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