

Super IP Innovator

STUDIO GALE

Global Animation IP Studio

2026. 09

WHO WE ARE

STUDIO GALE Company Overview

We bring a proven IP success formula to life

- Korea's **#1 IP** generating KRW 800 billion in annual value, "**Pororo**"
- Korea's first **Global IP** exported to BBC(U.K.), "**Tish Tash**"
- Korea's first **15+ Webtoon IP**, deal with TVING "**Nanolist**"



Pororo, the most successful IP in Korean animation history

"Pororo," the beloved animation legend of Korea, has been exported to over 150 countries worldwide, recording annual retail sales of ₩800 billion and setting a new sales record every year. It is produced by Studio Gale, with CEO Shin Chang-hwan serving as chief director for 20 years.



150+
Countries

\$600M
Annual Revenue

20
Years



2003



2005



2009



2012



2014



2016



2020



2023

Animation IP studio with a broad spectrum of genres

Following the success of Pororo in the Korean market,

we broke into the UK, the home of animation, through BBC with *Tish Tash*.

We are a team that has built and executed a proven formula for IP success and value maximization



Korea's Most Iconic IPs

Original IPs

Global Partnership IPs

Expanding the IP value chain through strategic domestic and global partnerships



U.K.
Public Broadcaster

U.K. broadcaster of
Tish Tash



CJ ENM
OTT Platform

OTT platform for
Nano List



Naver Webtoon
Web Novel Platform

Shareholder of
Xtorm (Joint Venture)



Naver Webtoon
Studio Division

Co-producer of
Nano List



Top-tier domestic
webtoon studio

Shareholder of
Xtorm (Joint Venture)



KOSDAQ-listed
webtoon studio

Co-producer of
Housekeeper

Awards

- 2012

Grami's Circus Show selected as a TV Series finalist at Annecy International Animation Film Festival (France)
- 2014

Grami's Circus Show won Best TV Series at Cartoons on the Bay (Italy)
- 2015

Journey of Long selected as a TV Pilot at Cartoons on the Bay (Italy)
Journey of Long won the Grand Prize in the Character category at SPP
- 2016

Grami's Circus Show won Best 3D Animation at the Asian TV Awards (Singapore)
Telemonster received the 2016 Korea Content Award - KOCCA President's Award.
- 2017

Pipilu Rangers S1 selected for KOCCA Original Animation Production Support Program
Woody the Millionaire theatrical animation selected as a pitching project at ASIA-EU Cartoon Connection
- 2018

Woody the Millionaire theatrical animation selected for final pitching at Cartoon Movie (Bordeaux, France)
- 2019

Pipilu Rangers S2 selected for KOCCA Level-Up Production Support Program
- 2020

Tomoncar co-production agreement with CJ ENM and was selected for KOCCA Animation Support Program
Nano List joint development agreement with Studio N based on Naver Webtoon original
Journey of Long awarded as Korea's national winner at the Asian Academy Creative Awards 2020
Journey of Long received the 2020 Korea Content Award - KOCCA President's Award
- 2021

Tish Tash received the 2021 Korea Content Award - Minister of Culture, Sports and Tourism Award
Tish Tash nominated for Kids Animation at the International Emmy Kids Awards
Tish Tash became the first Korean animation aired on BBC (CBeebies)
- 2022

Nano List supply agreement and confirmed as a TVING Original
Housekeeper co-planning, development, and production launched in collaboration with YLAB
- 2024

Nano List selected for KOCCA IP Utilization Production Support Program for Young Adult Animation

WHAT WE DO

Core Content

Core IP Strategy



Securing Original IP

Established *Xtorm Co., Ltd.*, a specialized JV for original IP-based animation development



Building Global Positioning

Developed global IP *TISH TASH* and forged international partnerships



Animation Audience Expansion

Developing a 15+ OTT animated series as the next-generation Playbook 2.0, building on proven success



AI R&D and Production Transformation

Building AI-driven pipelines and global IP content production pipelines

Gaining a competitive edge in the global IP market by establishing a joint venture specializing in original IP animations

Established a joint venture formed by four leading companies
: an animation studio, a webtoon studio, and a web novel platform

STUDIO GALE

Animation Studio



Webtoon / Web Novel Studio

**ULTRA
MEDIA**

Webtoon Studio



Web Novel Platform



XTORM Ongoing project

Seasons of Blossom

제 목 : 정준율라림 - 오미의 꽃

원 작 자 : 홍덕(글), NEMONE(그림)

제작 방식 : 2D/3D 하이브리드

작품분량 : 24분 x 8편 (총 192분)

장 르 : 로맨틱 코미디 / 성장 / 학원물

등 급 : 15세 이상

메인 타겟 : 20~30대 여성

방영 일정 : 2024년 하반기 (예정)

방영 매체 : OTT (예정)

총 제작비 : 약 23억원

청춘 블라썸

The Boxer

제 목 : 더 복서 (The Boxer)

원 작 : 네이버 웹툰 '더 복서' (글/그림 정지훈)

제작 방식 : 2D/3D 하이브리드 (한일 공동제작)

작품 분량 : 시즌1: 24분 x 12편 (총 3시즌, 36화)

장 르 : 드라마, 액션, 스포츠

메인 타겟 : 10~20대 남성

방영 일정 : 시즌1, 2025년 하반기 OTT 통해 방영 (예정)

총 제작비 : 약 60억원

The Boxer
더 복서

Seoul Station's Necromancer

제 목 : 서울역 네크로맨서

원 작 : 재담 미디어 '서울역 네크로맨서' (작가: 신지훈, 자성웅, 진설우)

제작 방식 : 3D CGI (카툰 렌더)

작품 분량 : 시즌1: 22분 x 13편

장 르 : 코미디, 액션

메인 타겟 : 10~20대 남성

방영 일정 : 시즌1, 2025년 상반기 OTT 통해 방영 (예정)

총 제작비 : 약 30억원

서울역 네크로맨서

"Proven Capabilities in Global Animation Production and Partnerships"

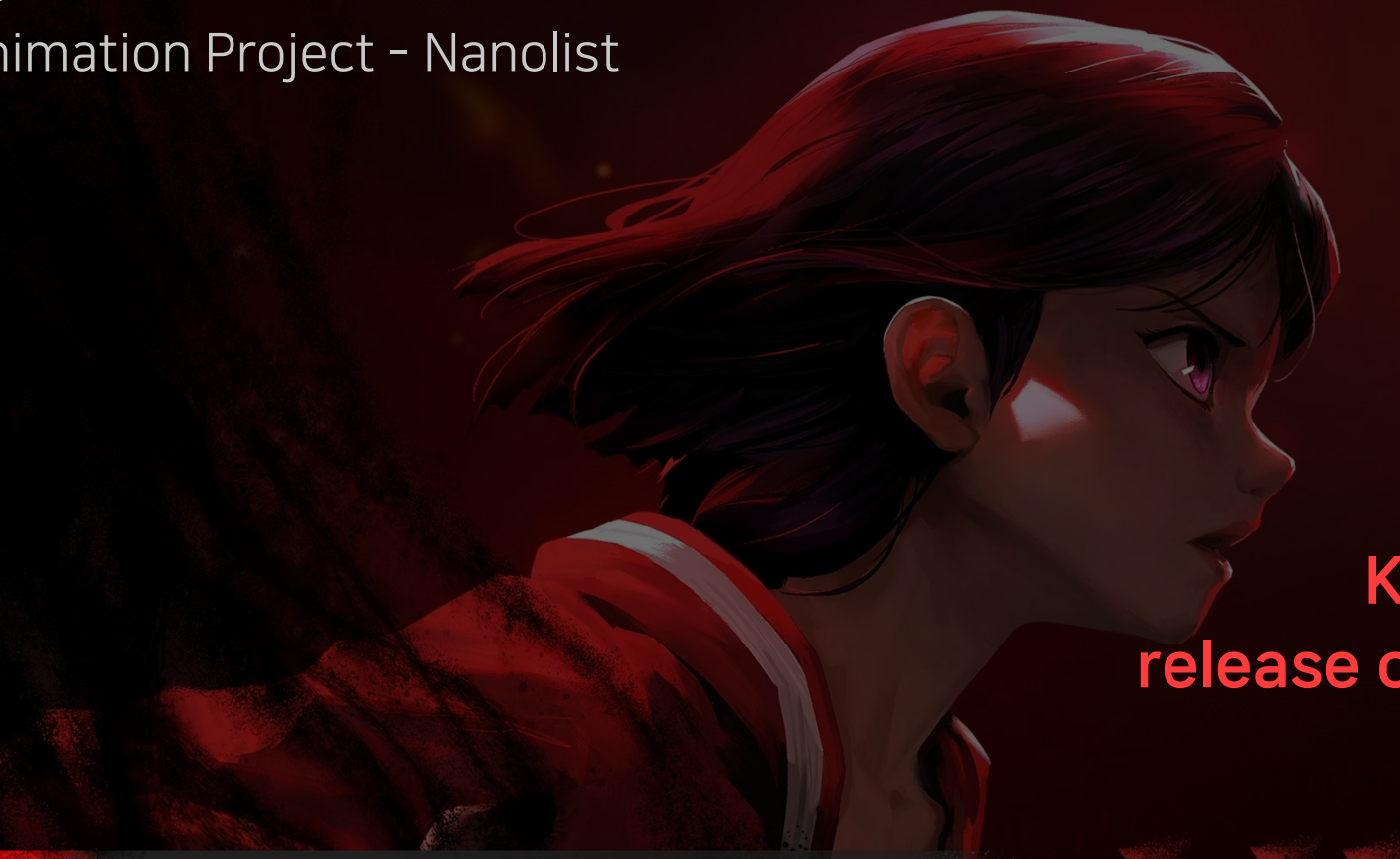


First-ever Korean animation broadcast on BBC (Sep. 2021; CBeebies)

- Pre-sale contract with BBC for Singalong and S2
- Broadcast on EBS (recording peak ratings of 3.95%)
- 2021 International Emmy Kids Awards finalist



Adult Animation Project - Nanolist



First-ever production of
OTT series for 15+ in
Korean animation history!
release on TVING in August 2026

Genre SF / AI / Action / Romance / Drama

Format Season 1: 12 ep × 24 min

Type Full 3D CGI Animation

Release August 17, 2026 (TVING Original)

Studios **STUDIO GALE** **STUDIO7**

나노리스트
NANOLIST

Adult Animation Project - Nanolist

A proven story, validated by readers across 9 countries worldwide!
Outstanding 9.98 rating, 806M views, and 17M likes



South Korea
591M views
662K likes
9.98 rating



United States
57.5M views
3.5M likes
616K subs
9.80 rating



China
1.46M views
6M likes
9.79 rating



Taiwan
2.1M views
870K likes
161K subs
9.80 rating



Thailand
52M views
1.4M likes
590K subs
9.82 rating



Japan
9M views
244K likes



Indonesia
68M views
4.46M likes
727K subs
9.80 rating



France
4.6M views
456K subs
9.59 rating

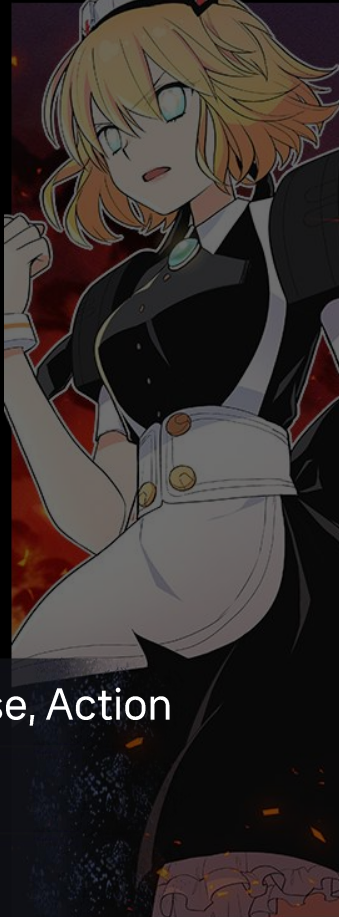


Germany
143K views
8K subs
9.40 rating



- Languages: English, Chinese, Japanese, Thai, Indonesian, French, German
- *Nano List* webtoon series: Jan. 2016-Dec. 2018

Adult Animation Project – House Keeper



Genre Sci-Fi Fantasy, Zombie Apocalypse, Action

Target 15+

Type AI-powered 3D CGI

Format 12ep x 24min (S1 / Total 3 Seasons)

Budget USD 4,500,000

Production 2027 1Q – 2028 2Q

Studios

STUDIO GALE

YLAB

From a top webtoon storyteller, Chae Yong-Taek
Top-ranked across five global markets
Sustained fan demand for animation

HOUSE
KEEPER
하우스키퍼

Building a fandom ecosystem based on Studio Gale's strong IP

Building a fandom business by combining animation based on globally proven webtoon IP with story-driven immersive media experiences



"FANDOM"

STUDIO GALE

Active expansion into revenue businesses targeting ages 20+ based on content IP and fandom

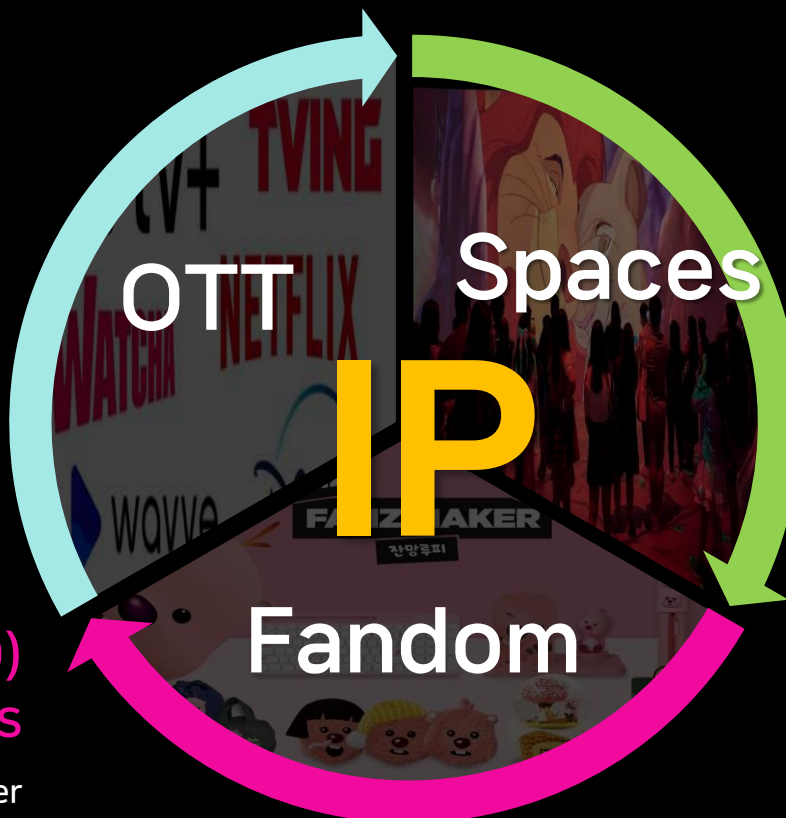
OTT platform launches and collaborations

Expansion of high-quality animation planning and production targeting ages 15+ (teens) and older

Discovery and development of webtoon/web novel IPs through Xtom

Merchandising (MD) and pop-up stores

Strengthening brand power through IP commercialization



Planning immersive content spaces

Analyzing foot traffic and identifying current trends

Proposing optimal venues

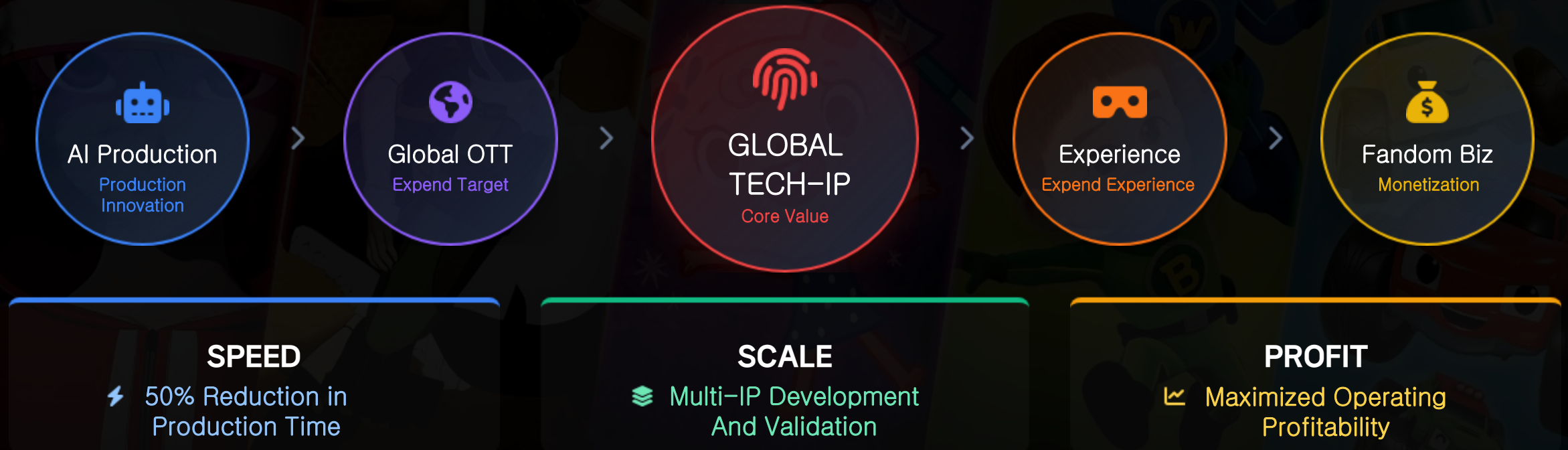
Attracting investment through key content IP elements

Promotional effects for platforms and content IPs

A New Blue Ocean Built on IP Synergies Across OTT, Physical Spaces, and Fandom

Breaking market limitations with AI to build 'Playbook 2.0'

Proven Success + Total AI Pipeline = Tech – IP Factory



Studio Gale will address pipeline inefficiencies through AI adoption.

Rather than being a large, slow-moving dinosaur, we operate with a fast and agile "raptor" strategy.

We are driving Playbook 2.0—leveraging AI to accelerate production, create Super IP, and maximize monetization through offline and fandom-driven businesses.

STUDIO GALE

The Super IP Innovator

Studio Gale, a leading animation studio with world-class talent and technology, is advancing by combining a proven track record of success with new IP development and an AI-driven production pipeline.

We are transforming into a flexible, agile IP-based factory to position ourselves as a global leader in IP creation and expansion

AI
Production

Global
OTT

**Super
IP**

OSMU

Fandom
Biz

대한민국 유아동 콘텐츠시장을 평정한

The Proven IP ENGINE



전 세대를 아우르는 팬덤을 창조하는

The Global Tech-IP Innovator



세상에 없던 가치를 만드는 가장 빠르고 가장 효율적인

Super IP Innovator로 성장 하겠습니다

STUDIO GALE