



Antboy



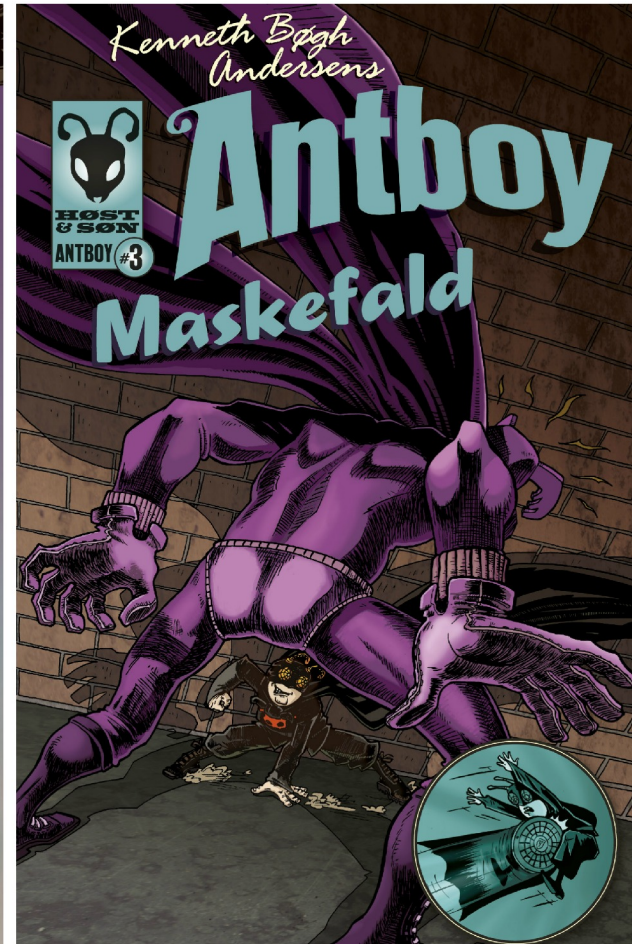
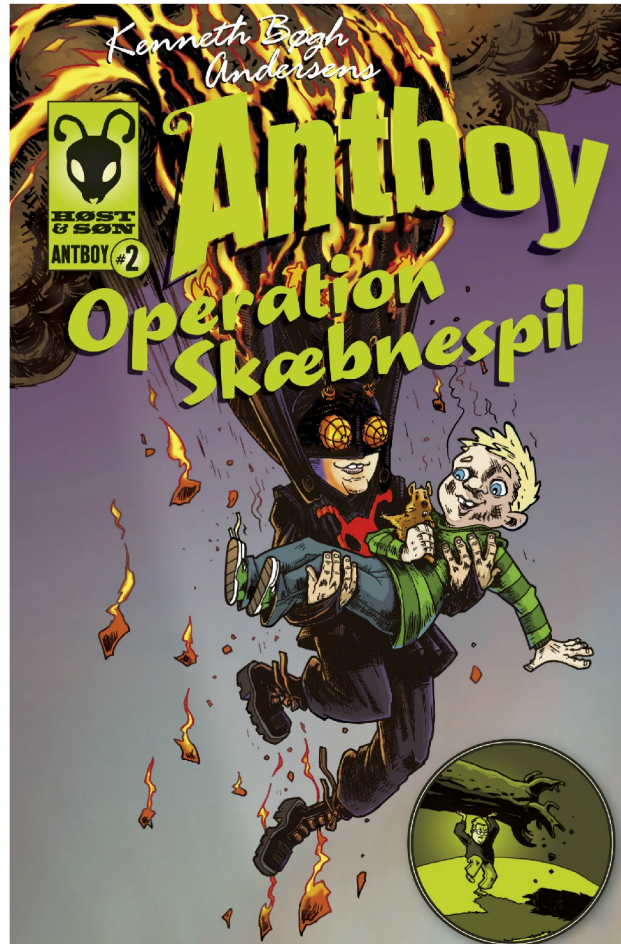
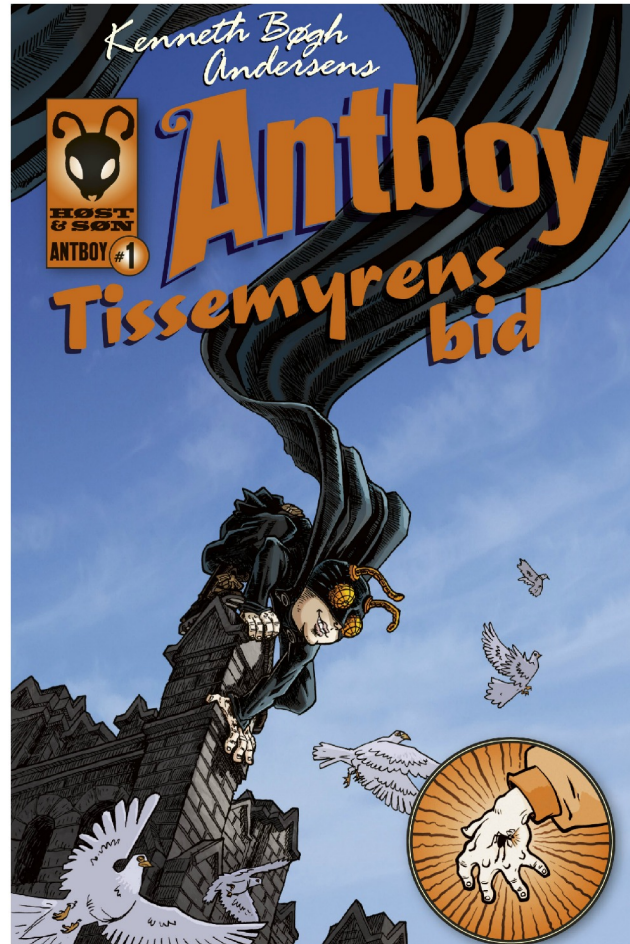
Outline

- * Adaptation: From book to film
- * Building the brand
- * Antboy as franchise/future perspectives



Adaptation: From book to film

Vol. 1: The Origin Story



ambition:

- * To create a new high quality, succesful brand for the family audience
- * Making the first ever Danish live action Superhero movie



Target audiences

BAM!



Primary target group:

Fans of the books and of the superhero genre
Pre-teens, 7 – 12 year olds
Primarily boys

Secondary target group:

5-7 year olds and their parents

Population in Denmark

Total: 5.643.437
Pre-teens, 7 -12 years old:
Ca. 300.000
M/F Ca. 50/50

Cinemas in Denmark:

162



Challenges

- * To convert readers to cinema audience
- * To connect with the girls – without disconnecting the boys
- * To create an attraction for both the 7 year old and the 12 year old
- * Strengthen the general awareness of the ANTBOY UNIVERSE
- * Project SAFE CHOICE to parents but without losing edge for the 11-12 year old boys
- * Essential that the rating is no higher than +7 years

- * **Loyalty towards the books**

- * **Staying true to the superhero genre**



Cast and Creative team



Newcomers and household names



Main character: Pelle - book vs. film





Our Superhero: Antboy – book vs. film





Characters and relatability



Heroes, geeks and girls



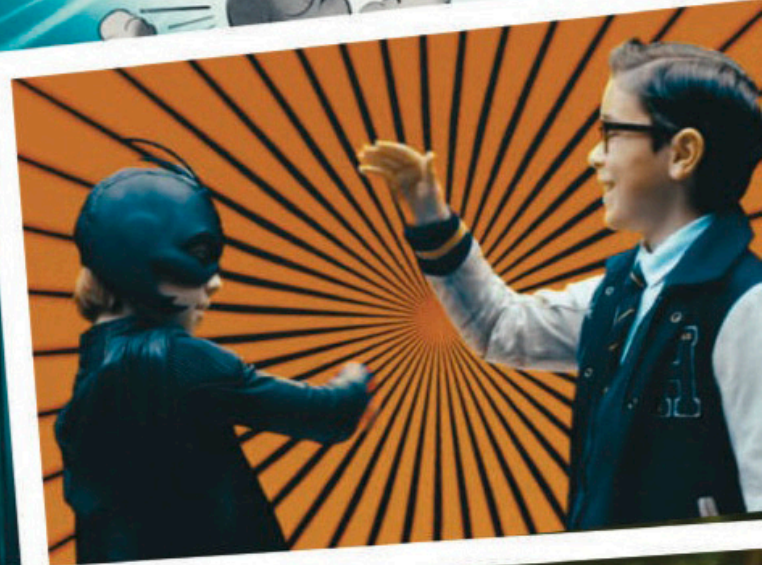
Larger than life universe



Staying true to genre



Action/graphics



Visual style



Trailer

tiff. toronto
international
film festival®

OFFICIAL SELECTION 2013



Building the Brand

- Super heroes come in all sizes

Antboy

In cinemas October 3rd 2013



Competition: Strong national family brands and the Hollywood blockbuster





International Competition – The Hollywood superhero movies





Key Art Work

National and International





International Distribution

World premiere at TIFF:

September 7th 2013

International trailer:

More than 250.000 views prior to the world premiere

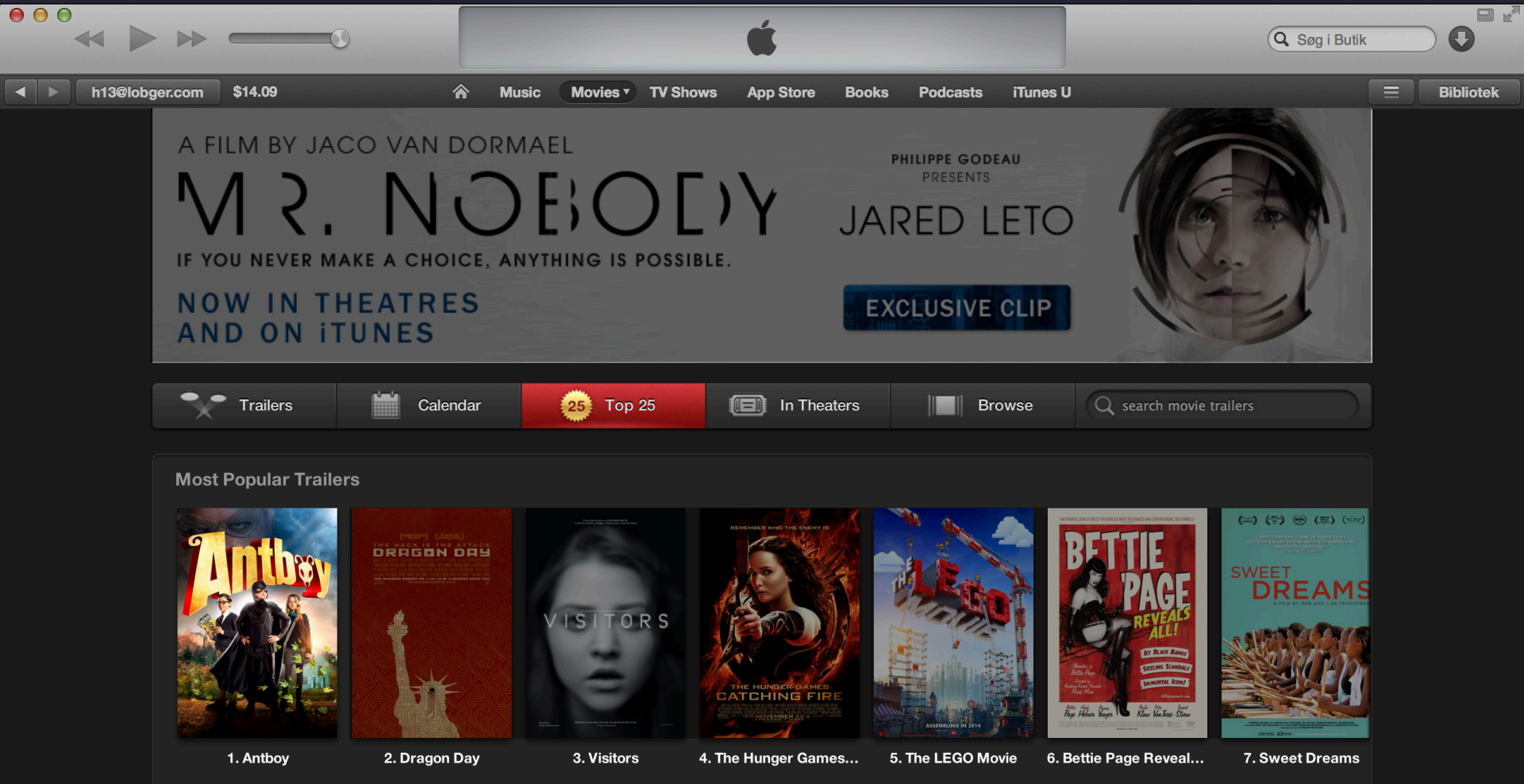
Sold to more than 30 countries:

- Brazil
- Germany
- France
- Spain
- UK
- US





International Distribution



US release:
- April 16th 2014

Home entertainment platforms:
- iN Demand, iTunes, TVN, Direct TV, Family Video

November 2013 – more than 1.mio views on Youtube and Itunes in 60 days



National Distribution

Theatrical release:

October 3rd 2013
Autumn holiday period

Total admissions:

175.317

Running time:

14 weeks

Competition:

Olsen Banden II 2D & 3D:

Release: 10. October 2013; Admissions:
194.735

Turbo:

Release: 10. October 2013; Admissions:
106.151

Planes:

Release: 26. September 2013; Admissions:
167.230





Antboy as a franchise/future perspectives



- **Trilogy: Antboy II, national release December 25th 2014**
- **Antboy III in development**
- **Tv series and remake potentials**