

NICKELODEON
降世神通
AVATAR
THE LAST AIRBENDER



Avatar Masters the Elements!

- **#5 animated show** among Boys 2-11¹
- **27.3 MM monthly viewers**²
 - * Captures more 6-11 viewers per episode than the competition (*Ben 10*, *Naruto*, *Pokemon*, *Dragonball Z* and *Power Rangers*)³
- **#5 Q-Score** for cartoon shows among Boys 6-11⁴
- Best-selling Nick video game in 2006
 - * \$30MM at retail selling over 800k units
- Devoted fan sites, blogs, chat groups, fan fiction!

1) Nielsen: 1/1/07-4/1/07 2) Nielsen Cume Data 2/07 3) Nielsen Media Research: 12/26/05-4/1/07 - unique viewers Boys 6-11 4) Marketing Evaluations, Inc. 11/06



Show Synopsis

Compelling characters and an engaging backstory come together in a visual style unlike anything on TV. *Avatar* is an animated epic adventure set in a fantastical world following twelve-year-old Aang, a reluctant hero, as he restores balance to his war-torn world. He must learn to master the art of Bending (the physical manipulation of water, earth, fire, and air) before the evil Fire Nation conquers the rest of civilization.



New live-action feature film by M. Night Shyamalan coming in 2009!

Consumer Products 2007/2009

Products at Retail	Fall 2007	Spring 2008	Fall 2008	Spring 2009
Accessories	All channels	All channels	All channels	All channels
Apparel	All channels	All channels	All channels	All channels
Home Furnishings	All channels	All channels	All channels	All channels
Home Video	All channels	All channels	All channels	All channels
Interactive	All channels	All channels	All channels	All channels
Packaged Goods	All channels	All channels		
Publishing	All channels	All channels	All channels	All channels
Stationery/Social Expressions	All channels	All channels	All channels	All channels
Toys/Activities/Games	Limited	Specialty	Specialty	Specialty



Consumer Products Advertising Spring 2007

Marketing Calendar 2007/2009

Marketing Support	Fall 2007	Spring 2008	Fall 2008	Spring 2009
Network and Promotional Support	Season 3 premieres (Sept)	New episodes	New episodes	New episodes
	"The Day of Black Sun" tentpole event (Nov)	Home Video release	Home Video release	Home Video release
	New episodes Home Video release	Season 3 finale (April)		
Advertising	<i>On-Air:</i> Home Video, <i>Print:</i> Home Video <i>Online:</i> Nick, Home Video	<i>On-Air:</i> Home Video <i>Print:</i> Home Video <i>Online:</i> Home Video	<i>On-Air:</i> Home Video <i>Print:</i> Home Video <i>Online:</i> Home Video	<i>On-Air:</i> Home Video <i>Print:</i> Home Video <i>Online:</i> Home Video

More than \$6.6 MM in Nick Media Support 2007-08!





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