



nelvana™

Agent Binky: Pets of the Universe  
Sales Deck

your favorite  
house pets...



....are back

**UNDERCOVER**



# Season 2 Now In Production

The P.U.R.S.T. Agents are back and ready as ever to protect their human families from aliens, robots and the W.U.R.S.T. villain – Chirpy McChirp! Featuring new characters, adventures and cool gadgets, this furr-tastic team is certified for action and determined to go where no pet has gone before!

**TEAMWORK | IMAGINATION | SILLY FUN**  
**104 x 11 MIN | 3D ANIMATION | KIDS 4-8**

Nominated for 2020 Kidscreen Awards' Best New Series - Preschool

Based off the book series by Ashley Spires

Produced by redknot, a joint venture between Nelvana and Discovery, and distributed by Nelvana

**CLICK TO WATCH  
SEASON 2**



# Season 1: A Global Success

**Treehouse**  
Ratings

**Top 10** program on Treehouse for Kids in 2020<sup>1</sup>  
**#1 ranked** series with Kids 2-5 in Canada in May 2020<sup>2</sup>  
New Eps Average AMA for K2-11 was more than double Channel Average<sup>3</sup>

**33%** Market Share for Kids 4-10  
on TF1 in France in Sept 2021!<sup>4</sup>

**TF1**  
Ratings

**DK** Ratings  
discovery kids

**Top 5** program on Discovery Kids in LATAM  
**Series outperforms lead-in** in key markets of Brazil, Mexico,  
Colombia and Argentina

**Top 5** program on Radio-Canada for Kids 2-11 in Summer 2021

**ICI**   
Ratings

- 1 SOURCE: NUMERIS PPM DATA; SM'20 (6/1/2020 to 8/30/2020); TOTAL CANADA; AMA(000); C2-5; 3+ AIRINGS; M-F 12-12:30PM
- 2 Numeris PPM Data; Broadcast Weeks 36-40: (4/27/2020 to 5/31/2020); Total Canada; AMA(000); C2-11; 3+ AIRINGS; M-Su 6A-9P
- 3 Numeris PPM Data, Aug 26/19 – May 31/20, confirmed data, premiere plays only, M-Su 2a-2a, K2-11 AMA(000)
- 4 MÉDIAMÉTRIE / MÉDIAMAT; (AS OF Oct 5, 2021)

# Season 1: A Global Success

#8 Ranked program with Kids 4+ on Tiny Pop in the UK since launch<sup>1</sup>  
Viewership for Kids 4-15 was *double digits above* Channel Average  
**402K Kids 4-15** kids 4-15 reached in over 3 months on-air!



**43.7%** Market Share for Kids 5-14  
on TVNZ 2 Linear Channel in New Zealand

**90K Streams** on TVNZ ON Demand Since launch in  
March 2021, across 7,500 accounts!



<sup>1</sup> Source: BARB, Kids 4-15, Avg 000s / Reach based on 3 mins 1+, 06:00-23:59, Jun-1 Sep 2021.  
Please note that data is missing for 12-17 Aug'21 for Tiny Pop, we're currently looking into this.

# Strong Season 1 Allies



Canada | Fall 2019



French Canada | Sept 2020



LATAM | March 2020  
Middle East | 2020



France | March 2020



EMEA | Spring 2021



UK | June 2021



Australia | June 2021



NZ | Spring 2021



Lithuania | Feb 2021



Kenya | Spring 2021



Middle East | 2021



Israel | TBC



Singapore | June 2020



Thailand | Spring 2020



China | 2020



# Season 1

52 x 11 min | Nominated for Kidscreen Award

## Sample Loglines

### Snack Attack (4B)

When aliens (code name: ants) take a piece of fruit that belongs to Small Human, it's up to the team to get it back

### 2-Part Special (26A, 26B)

After a mission to take down an alien force field (code name: perfume bottle), Binky is taken to the vet where there's a bigger surprise in store: PURST HQ and a mission to join forces with Fluffy to take down a fearsome foe.

## Holiday Episodes

Thanksgiving | Halloween | Christmas | Easter

## More Themes

Rainy Days | Spring Time | Summer Fun | Sleepovers | Music | Sports | Machines & Robots | Vehicles



# Season 2

52 x 11 min | Launching April 2022

## NEW CHARACTERS, GADGETS & ADVENTURES

### Sample Loglines

#### Wishful Thinking (31B)

When coins go missing from the local wishing well, the PURST team must find out who has been stealing their human wishes and return them before it's too late

#### Get Ready Eddie (33A)

When an invisible menace takes Bih Human's car keys, the team is surprised to find out who did it: the newest WURST member - a nervous chameleon named Eddie Lizard

### Holiday Episodes & Themes

Halloween | Friendship Day | Earth Day | Birthday  
Summer Fun | Vehicles | Gadgets

WATCH SEASON 2  
EPISODES



# What's New in Season 2

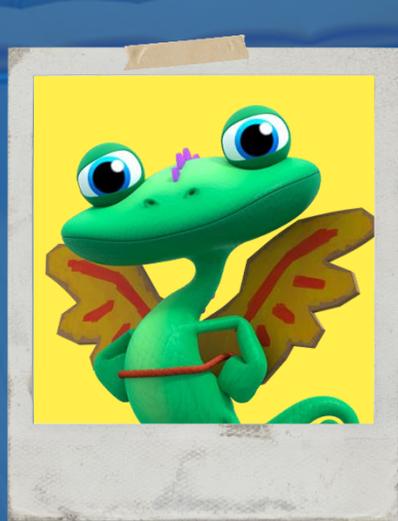
## The W.U.R.S.T. Villains

The evil Chirpy McChirp is not only back, but he's recruiting new WURST (Wings of The Universe) villains and plotting revenge against the PURST team

## PURST vs WURST

Introducing:

Professor Coo | Eddie Lizard | Charlene Anne (AKA Chuck)



# What's New in Season 2

## Super Sneaky Squad

Season 2 reveals the elite animal squad, highly trained to navigate the most edge-of-your-seat adventures



## New PURST Heroes

Introducing new PURST recruit, the energetic Chihuahua puppy Si-Si, and the new abled dog next door, Wyatt

**HIGHER STAKES, MORE GADGETS  
& NEW FRIENDS**



\*FPO

# Season 2 Now Delivering

DL	International Avail	DL	International Avail
1	October 1, 2021	14	April 15, 2022
2	October 15, 2021	15	April 29, 2022
3	October 29, 2021	16	May 13, 2022
4	November 12, 2021	17	May 27, 2022
5	November 26, 2021	18	May 31, 2022
6	November 30, 2021	19	June 24, 2022
7	December 24, 2021	20	July 8, 2022
8	January 7, 2022	21	July 22, 2022
9	February 4, 2022	22	August 5, 2022
10	February 18, 2022	23	August 19, 2022
11	February 28, 2022	24	August 31, 2022
12	March 18, 2022	25	September 16, 2022
13	April 1, 2022	26	September 30, 2022

**BRIDGE CONTENT  
NOW AVAILABLE**



**Launching Spring 2022**



Canada | April 2022



discovery kids

LATAM | Fall 2022

# Additional Assets & Bonus Content

## Season 1 Bonus Content

-  1 x 60 sec Meet The Team Intro Shorts
-  5 x 60 sec PURST Training Videos
-  3 x 60 sec Alien of The Week Featurette
-  8 x 60 sec Agent of The Week Featurettes
-  3 x 60 sec Themed Compilations
-  1 x 60 sec Holiday Music Video

## Season 2 Bonus Content

-  1 x 60 sec Season Trailer
-  4 x 30 sec Meet The WURST Character Intro Shorts
-  3 x 30 sec Meet the Team Intro Shorts – New Characters
-  4 x 90 sec PURST Training Videos Original Clips
-  3 x 90 sec PURST HQ Original Clips
-  3 x 90 sec PURST Mini Mission Original Clips
-  3 x 30 sec Holiday-themed Clips
-  10 x Animated Characters (Alpha)

**CLICK FOR S2  
BONUS CONTENT**



# Additional Assets & Bonus Content

## Style Guide & Tool Kit

- 🐾 Logo
- 🐾 26 x Character Poses
- 🐾 16 x Backgrounds
- 🐾 8 x Colour Cards
- 🐾 5 x Key Art Posters
- 🐾 3 x Composed Images
- 🐾 21 x Brand & Character Badges
- 🐾 21 x Brand & Character Patterns
- 🐾 32 x Props
- 🐾 Packaging Template & Guide
- 🐾 Fonts & Brand Guidelines

## Digital & Web Assets

- 🐾 78 GIFs
- 🐾 5-10 Animated Stickers for Giphy and Social Media
- 🐾 Printable Activity Sheets

**S2 ASSET PACK  
COMING SPRING 2022**





**Mission Before Kibble!**

**nelvana**