Masha and the Bear

Branded IP

Masha and The Bear

The goal of the game is to take care of the little girl Masha. The player is invited to care for Masha and help her grow by interacting with her in different ways, such as feeding her, taking her to the bathroom, playing mini games, and tucking her into her bed to sleep when she is tired. Masha can repeat words spoken into the device's microphone for up to 25 seconds using a synthesized voice. Using in-game currency, various different outfits and accessories can be purchased to dress-up and customize Masha

Google Play - Coming soon
PEGI rating - 3+
Genre - Virtual Friend

PARROT ANALYTICS

MASHA AND THE BEAR CARTOON IS IN THE

TOP-5 MOST IN-DEMAND KIDS SHOWS

GLOBALLY BY PARROT ANALYTICS AS OF NOVEMBER 2019

Masha and the Bear has 8.4 times more demand than the average kids show

20,000 shows were analyzed in both the kids and adult space

Link to read the article

kidscreen

USA & CANADA

USA

Canada

AUSTRALIA & OCEANIA

Australia

New Zealand

EUROPE

Benelux

France

GAS

Italy

Nordics

Spain & Portugal

The UK & Ireland

MENA

MENA

Israel

Turkey

Africa

LATIN AMERICA

LatAm

Brazil

Chile

Mexico

Paraguay

Uruguay

Honduras

RUSSIA & CIS

Russia

Kazakhstan

Belarus

Azerbaijan

CIS Digital

ASIA

China

India

Indonesia

South Korea

Taiwan

Thailand

Vietnam

PARROT ANALYTICS

What are the most in-demand preschool shows?

12 August, 2021

Preschoolers can't get enough of Masha and The Bear (pictured) as the Animaccord animated series nabbed the title of most-in demand preschool show globally so far this year, according to Parrot Analytics.

Masha and The Bear was 35.05 times more in demand compared to the average preschool show between January 1 to August 6, according to the research firm. It's a jump for the Russian prodco's series, which was the third most in-demand preschool show over the course of 2020 (Parrot measures demand by analyzing social media interactions and streaming, online research for the shows, and piracy numbers. It then uses a weighted algorithm to determine the demand against an average show).

Link to read the article