

A promotional image for the animated series 'Masha and The Bear'. On the left, Masha is dressed as a doctor, wearing a white nurse's cap with a red cross and a blue band, a purple knit hood, a white long-sleeved shirt, and a purple apron. She has a stern expression and is holding a stethoscope to the bear's ear. The bear, on the right, is a large brown bear with a yellowish face and a black nose, looking back at Masha with a slightly annoyed or skeptical expression. The background is a brick wall with some framed pictures. At the bottom, the title 'Masha and The Bear' is written in a colorful, stylized font.

**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





# 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

### LATIN AMERICA

LatAm  
Brazil  
Chile  
Mexico  
Paraguay  
Uruguay  
Honduras

### EUROPE

Benelux  
France  
GAS  
Italy  
Nordics  
Spain & Portugal  
The UK & Ireland

### RUSSIA & CIS

Russia  
Kazakhstan  
Belarus  
Azerbaijan  
CIS Digital

### MENA

MENA  
Israel  
Turkey  
Africa

### ASIA

China  
India  
Indonesia  
South Korea  
Taiwan  
Thailand  
Vietnam



## 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](#)

