

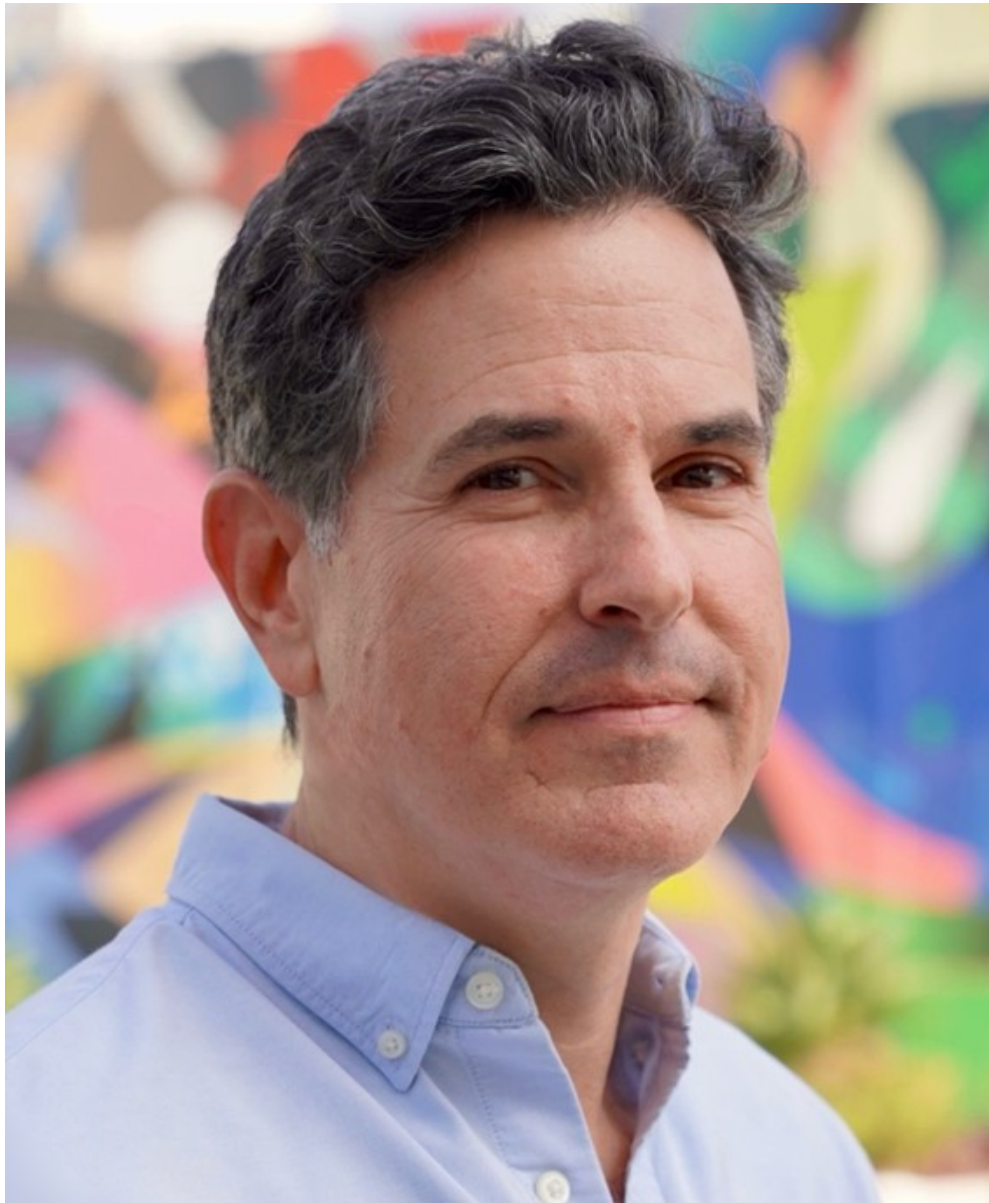
August 15, 2025



# **Toon Media Networks, Streaming Division of Kartoon Studios (NYSE American: TOON), Posts Dramatic Growth in Q2 2025**

**Kartoon Channel! Fast Views Surge 221% Year-Over-Year, Fueling Monetization Momentum**

**Todd Steinman, President of Toon Media Networks, Consolidates Leadership over Kartoon Channel! U.S. and Worldwide Operations, now in over 60 Territories**



### **Kartoon Channel! wins Amazon's Operational Excellence Award**

BEVERLY HILLS, Calif., Aug. 15, 2025 (GLOBE NEWSWIRE) -- Following **Kartoon Studios'** (NYSE American: TOON) Q2 2025 earnings release on August 15, 2025, this announcement provides a detailed, division-level update on the outstanding performance and growth of **Toon Media Networks**, a wholly owned subsidiary of Kartoon Studios, providing deeper insights beyond the broader company financial summary.

**Toon Media Networks**, which plays a critical role within Kartoon Studios' broader family entertainment portfolio and future growth strategy, achieved significant audience growth during Q2 2025, driven primarily by its flagship streaming brand, **Kartoon Channel!**

Toon Media Networks executed on a highly effective cross-platform strategy in Q2 2025, leveraging Free Ad-Supported TV (FAST), Ad-supported Video on Demand (AVOD), and Subscription Video on Demand (SVOD) platforms to deliver exceptional engagement and audience growth. This communication highlights key consumption metrics, market expansion, and achievements that position Toon Media Networks as a fast-scaling division

within Kartoon Studios.



## Q2 2025 Toon Media Networks Highlights:

- Kartoon Channel! FAST views surged 221% year-over-year (YoY) and increased 45% sequentially versus Q1
- Kartoon Studios' original, *Rainbow Rangers* FAST views grew 80% YoY
- Kartoon Studios' original *Stan Lee's Superhero Kindergarten* watch time rose 47% YoY
- Kartoon Channel! on Tubi watch hours climbed 50% YoY
- Kartoon Channel! app user base expanded 26% quarter-over-quarter (QoQ)
- Kartoon Channel SVOD subscriptions increased for the seventh consecutive month through July
- Frederator Networks' Channel Frederator YouTube revenue surged 35% QoQ
- Toon Media Networks now reaches viewers in over 60 territories, delivering billions of views annually across Kartoon Channel!, Kartoon Channel! Worldwide, Ameba, and Frederator.
- Toon Media Networks in the U.S. carried on leading platform, including YouTube, YouTube Kids, Amazon Prime Video, Amazon Fire, Roku, Apple TV, iOS, Android TV, Android mobile, Xbox, Pluto TV, Xumo, Tubi, Samsung TV Plus, Google TV, Cox, DISH, Sling TV, Samsung, and LG smart TVs and more, delivering expansive multi-platform distribution and audience reach.

These results reflect the division's scalable, data-driven approach to combining high quality, in-demand content with optimized audience growth, engagement, and monetization strategies across multiple digital platforms.

"Under Todd Steinman's visionary leadership, Toon Media Networks continues to

demonstrate the strength of our cross-platform monetization strategy, delivering strong, scalable growth across FAST, AVOD, and SVOD that fuels expanding revenues and global audience reach,” stated **Andy Heyward, Chairman & CEO of Kartoon Studios**. “This division is a key driver of strategic growth. Todd is a respected thought leader in the industry, and under his leadership, we’ve unified the global management of Kartoon Channel! within Toon Media Networks, bringing together Kartoon Channel! Worldwide, Kartoon Channel! Domestic, Ameba, and Frederator under a single, cohesive structure. I’m sure he will bring the same discipline and visionary strategies to the international markets as he has done here in the U.S. as the brand continues to gain recognition and becomes increasingly desirable. In the coming days, we plan to make several material announcements across multiple business segments. We are eager to share those developments, and are confident our investors will share our enthusiasm, as they highlight our ongoing commitment to delivering transformational value to and growth.”

**Todd Steinman, President of Toon Media Networks** stated:

“Toon Media Networks is scaling across major streaming platforms around the world by combining premium content with proven strategies that drive engagement and monetization. Our global footprint is becoming increasingly optimized for profitability. We are focused on sustainable, long-term success by enhancing lives and delighting audiences through thoughtful, inspiring entertainment.”

Kartoon Studios also announced that it received Amazon’s Operational Excellence Award for the performance of Kartoon Channel! on Prime Video, recognizing its strong execution and results on the platform.

### **About Toon Media Networks**

Through its wholly owned Toon Media Networks, including Kartoon Channel!, Kartoon Channel Worldwide, Ameba, and Frederator - Kartoon Studios reaches audiences across linear, AVOD, SVOD, and FAST platforms. Kartoon Channel! is the #1 rated kids’ streaming app on the Apple App Store and delivers thousands of hours of family-friendly content, including top-performing series like *Pac-Man*, *Mother Goose Club*, *Talking Tom & Friends*, *Yu-Gi-Oh!*, and educational content through Kartoon Classroom and KC En Español. Frederator operates one of the largest global animation networks on YouTube, featuring over 2,000 creators with billions of annual views.

### **About Kartoon Channel!**

Kartoon Studios’ (NYSE American: TOON) Kartoon Channel! is a family entertainment destination that delivers 1,000s of episodes of carefully curated and safe family-friendly content. The channel features original content, including *Stan Lee’s Superhero Kindergarten*, starring Arnold Schwarzenegger, and *Shaq’s Garage*, starring Shaquille O’Neal, as well as animated classics like *PAC-MAN and the Ghostly Adventures*, *Super Simple Songs*, and *Rainbow Rangers*. Kartoon Channel! also offers STEM-based content and Spanish language programming. The service is available across iOS, Android Mobile, Web, Amazon Prime Video, Apple TV, Amazon Fire, Roku, Pluto TV, Samsung TV Plus, Cox, Dish, Sling TV, Android TV, Tubi, Xumo, Google TV, and Samsung and LG Smart TVs.

### **About Kartoon Studios**

Kartoon Studios (NYSE AMERICAN: TOON) is a global leader in children’s and family entertainment, delivering premium content and high-value intellectual property to millions of viewers worldwide. The company’s portfolio features globally recognized brands

including *Stan Lee's Superhero Kindergarten*, *Shaq's Garage*, *Rainbow Rangers*, and *Llama Llama*. Kartoon Studios holds a controlling interest in Stan Lee Universe and operates Mainframe Studios—one of North America's largest animation producers—with more than 22,000 minutes of award-winning programming delivered.

Through its Toon Media Networks division, including Kartoon Channel!, Kartoon Channel Worldwide, Ameba, and Frederator Network, Kartoon Studios reaches audiences across linear television, AVOD, SVOD, FAST channels, and top streaming platforms. Kartoon Channel! is consistently rated the #1 kids' streaming app on the Apple App Store. With a growing global distribution footprint, and a robust content pipeline, Kartoon Studios is positioned for sustained growth and long-term shareholder value.

*Forward-Looking Statements: Certain statements in this press release constitute "forward-looking statements" within the meaning of the federal securities laws. Words such as "may," "might," "will," "should," "believe," "expect," "anticipate," "estimate," "continue," "predict," "forecast," "project," "plan," "intend" or similar expressions, or statements regarding intent, belief, or current expectations, are forward-looking statements and include statements regarding: consumption metrics, market expansion, and achievements that position Toon Media Networks as a fast-scaling division; cross-platform monetization strategy, delivering strong, scalable growth across FAST, AVOD, and SVOD that fuels expanding revenues and global audience reach; Todd Steinman bringing his discipline and visionary strategies to the international markets; brand continuing to gain recognition and becoming increasingly desirable; Toon Media Network's global footprint becoming increasingly optimized for profitability; Toon Media Network being focused on sustainable, long-term success; and the growing global distribution footprint and a robust content pipeline positioning Kartoon Studios for sustained growth and long-term shareholder value.*

*While the Company believes these forward-looking statements are reasonable, undue reliance should not be placed on any such forward-looking statements, which are based on information available to us on the date of this release. These forward looking statements are based upon current estimates and assumptions and are subject to various risks and uncertainties, including without limitation, Toon Media Network's ability to scale and deliver growth and profitability; Toon Media Network's ability to expand its brand globally; general economic and financial conditions; the Company's ability to anticipate changes in popular culture, media and movies, fashion and technology; competitive pressure from other distributors of content and within the retail market; the Company's reliance on and relationships with third-party production and animation studios; the Company's ability to market and advertise its products; the Company's reliance on third-parties to promote its products; the Company's ability to keep pace with technological advances; the Company's ability to protect its intellectual property and those other risk factors set forth in the "Risk Factors" section of the Company's Annual Report on Form 10-K for the fiscal year ended December 31, 2024 and in the Company's subsequent filings with the Securities and Exchange Commission (the "SEC"). Thus, actual results could be materially different. The Company expressly disclaims any obligation to update or alter statements whether as a result of new information, future events or otherwise, except as required by law.*

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Photos accompanying this announcement are available at

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Source: Kartoon Studios

Picture 1



Picture 1

Picture 2



**Picture 2**