

# Aurora World Corp in Toys and Games (South Korea)

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## Abstracts

YooHoo and Friends: Season 2, which was first aired in October 2013, is popular. Season 1 in 2010 contributed to a considerable amount of plush toys sales. The media effect of Season 1 led to an approximate sales increase of over 70% compared to 2009. A similar situation is expected in 2014 as YooHoo and Friends: Season 2 is performing well.

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