

## "Bebefinn the Movie" Released in 7 Countries Including Korea, UK, and Australia

This article illustrates how Bebefinn the Movie exemplifies the transition of YouTube-based IP into formats, while also signaling the premiumization of children's content and the advancement of global distribution strategies.

"Theatrical Release: Bebefinn's Big Adventure," featuring Pinkfong and Friends, is set to launch simultaneously in seven countries-including Korea, the United Kingdom, Ireland, Australia, New Zealand, Taiwan, and Vietnam-beginning July 24. Developed by The Pinkfong Company, the film marks the transformation of the YouTube-based IP 'Bebefinn' into a full-length animated feature. With over 63 million subscribers and 37 billion views globally, Bebefinn has demonstrated widespread international appeal. This theatrical adaptation also brings together IP properties-Pinkfong, Baby Shark, T-Rex, and Super Rescue Team-creating significant synergy for global family audiences.

- **Minimized Market Risk via Verified Global Viewership**

With a large global fan base, Bebefinn offers global buyers a content property with proven popularity. Its extensive presence on YouTube indicates high discoverability and low market entry barriers, making it suitable for OTT streaming, broadcasting, and even stage performances.

- **IP Premiumization through Cinematic Release: A Model for Channel Diversification**

The move from digital to theatrical distribution elevates the IP's market value and expands its reach across multiple platforms. This enables buyers to explore offline extensions-including cinema releases, themed family events, and merchandise-thereby diversifying revenue channels beyond traditional broadcasting.

### *Source*

radioKOREA News. (2025. 7. 21) <https://www.radiokorea.com/news/article.php?uid=479017>