

International Kids TV Trends

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Eurodata TV
WORLDWIDE

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Eurodata TV Worldwide

... 100+ territories covered



The infographic consists of several overlapping colored shapes with text and images. On the left, an orange arrow-shaped box contains the text '100 + territories'. Above it, a red box contains '+ 3 billion potential viewers'. In the center, there are two images: the top one shows two young girls looking at a yellow smartphone, and the bottom one shows a young man with curly hair looking at a tablet. To the right of the top image is the text 'KidsTV'. Below the images, a purple box contains '5 500 + channels'. To the right of the purple box is a dark grey box with '2014'. At the bottom, a large dark red box contains the word 'Worldwide'.

100 +
territories

+ 3 billion
potential viewers

KidsTV

2014

5 500 +
channels

Worldwide

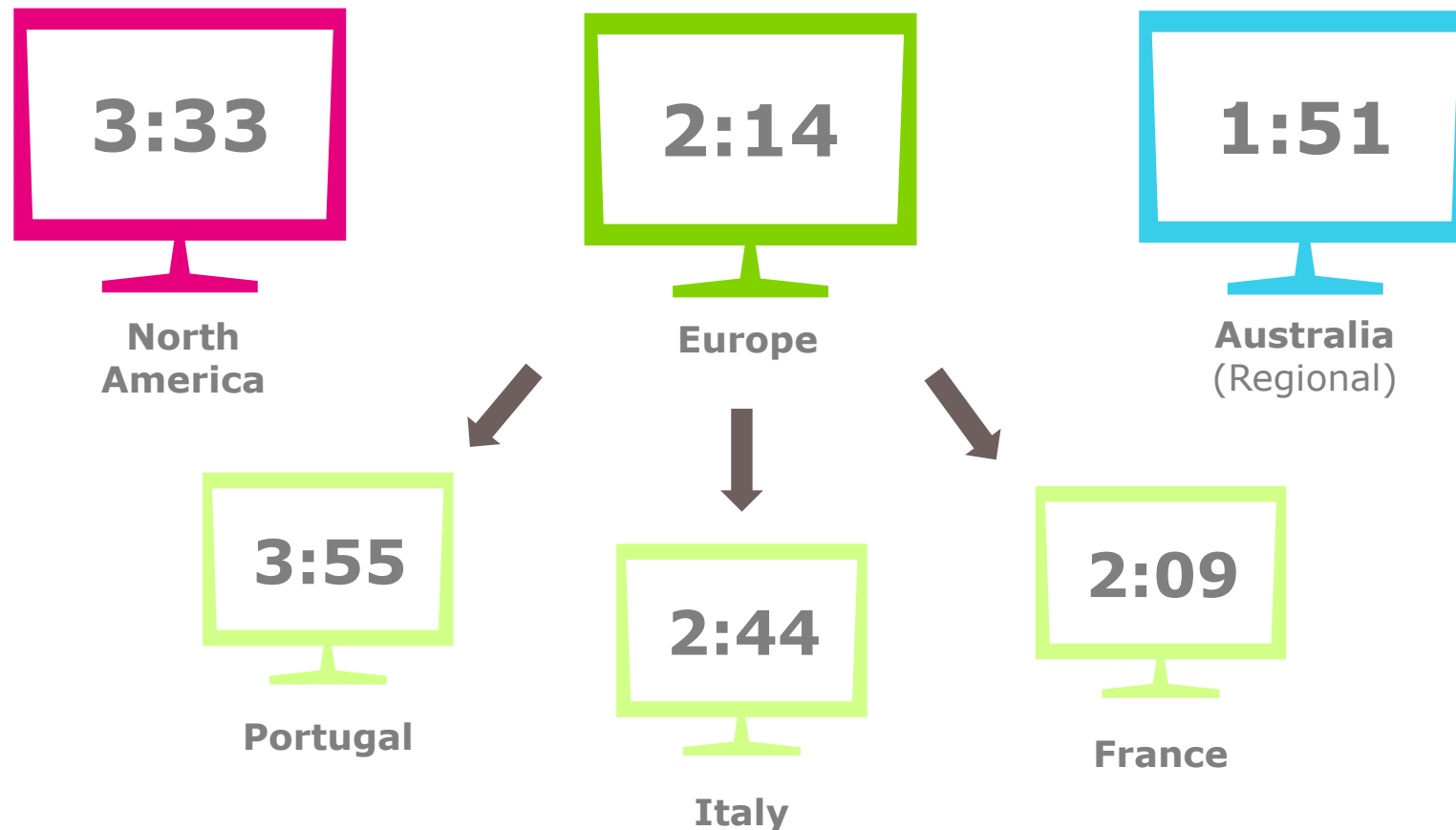
1 The key facts



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Kids' TV Consumption

Children's Average Daily Viewing Time



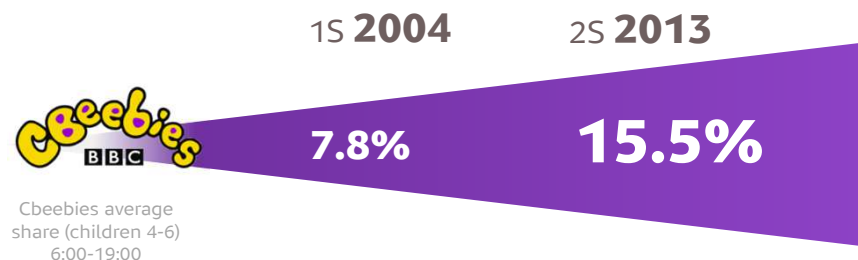
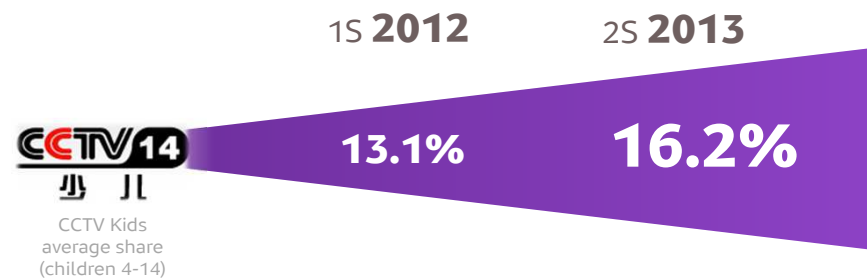
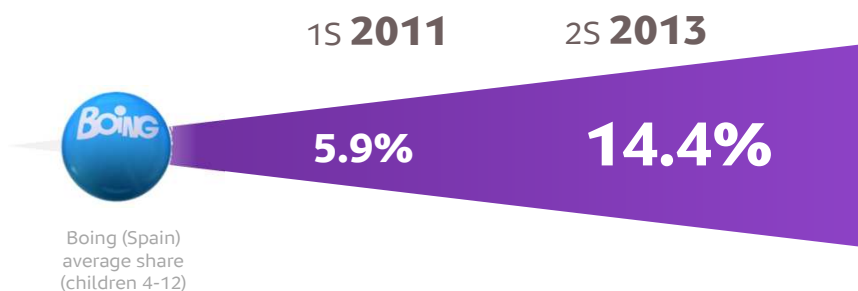
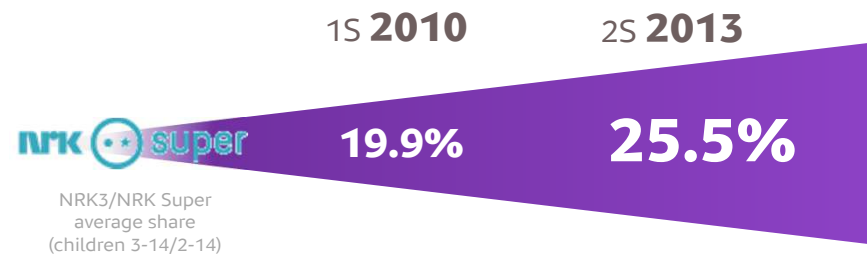
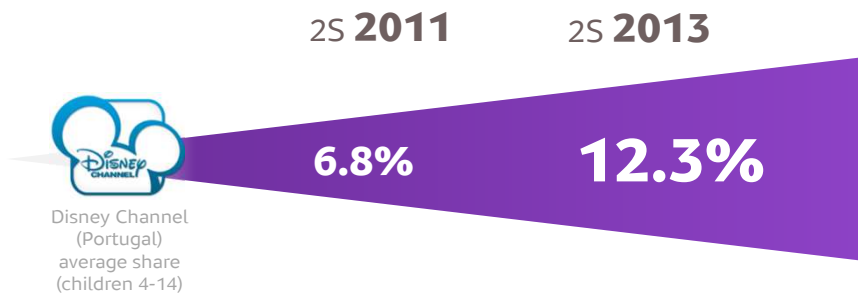
Methodology:

Daily Viewing Time per individual among children demo over 2013

Europe: Czech Republic, Denmark, Finland, France, Germany, Italy, Netherlands, Norway, Poland, Portugal, Russia, Spain, Sweden, UK

North America: Canada (English), USA

Continued growth of dedicated children's channels



Local youth channels on top

#1 children's channel by market

Market shares (%) on broadcast slot (July-December 2013)


Children




Preschool



2

What works for who?



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Prime time moments to gather families

Sport



95% share on **children 3-13** for the final Germany-Argentina



#1 in **France** on children 4-14 with **70.3%** share

#1 **Italy, Germany and Spain**

Entertainment

#1 in the **UK**
Britain's Got Talent (ITV)



#3 in **France**
The Voice (TF1)



Movies

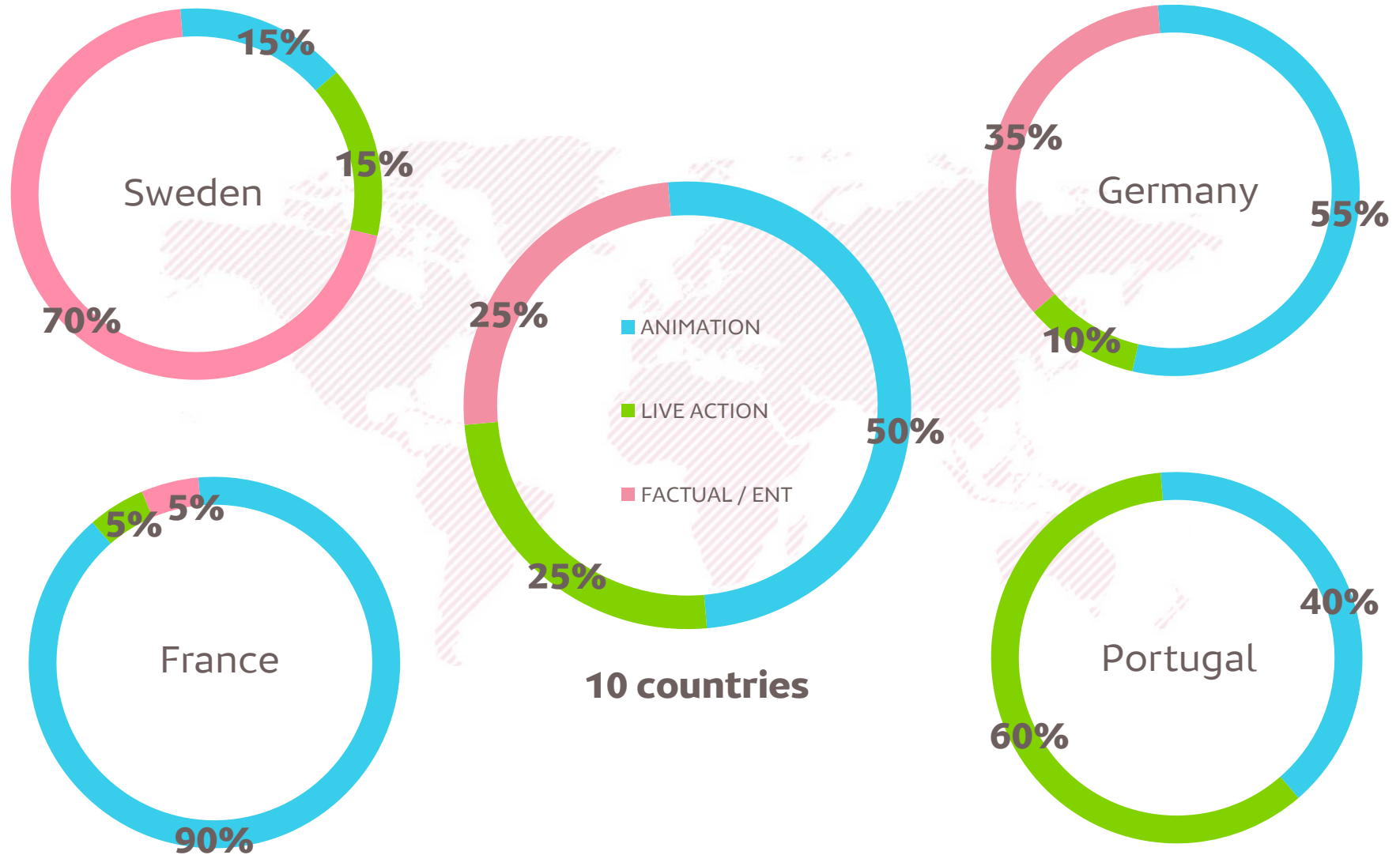
#3 in **Spain** (Antena 3) with **44.2%** share on children 4-12



Kids' favorite shows by genre

Programs featuring in the top 20 shows by country

France, UK, Germany, Italy, Spain, Portugal, Denmark, Sweden, Norway, Finland / July – December 2013



Favorite kids show

Animation with legs



Dragons: Riders of Berk

TOP Australia, Germany, Italy, Malaysia, Portugal, Russia, South Korea, Spain, UK

TOP Denmark, Finland, Italy, Malaysia, South Korea



The Jungle Book

TOP Australia, Canada, Sweden, UK, USA



Peter Rabbit



TOP Australia, Italy, Spain, UK, USA

#1 in the UK (Channel 5) among children 4-15 in April 2014

Leading Local Formats



TFou Lab

#1 in France (TF1) on both children 4-14 and children 4-10

almost **25%** share in April among children 4-10



Topsy and Tim

#1

Junior Bake Off



#1

57% average share with children 3-14 in Sweden (Barnkanalen)

#1 Web Audience in 2013 on all individuals



Julkalendern Barna Hedenhös Uppfinner Julen

Now and Coming soon...



The Crumpets

Distributor: Mediatoon

Country: France



Planet Play

Distributor: Imira Entertainment

Country: Spain

Now and Coming soon...



Peanuts

Distributor : France Televisions
Distribution

Country: France



Star Wars Rebels

Distributor: Disney-ABC Domestic
Television

Country: United States

Live action focus

Inspiring US series



Liv & Maddie

#1 Disney Channel **UK**
#2 Disney Channel **Italy**



Good Luck Charlie!



Super RTL **Germany**



Haunted Hathaways

#2 on Nickelodeon in **Italy, Spain and UK**

Sam & Cat



#1 Nickelodeon in **the UK, #3 Germany**

TOP Gulli **France**



Victorious

And the rest of the world...



TOP Mako Mermaids
#2 Portugal (SIC)



#5 on Boing **Italy** in June 2014



Wolfblood

Strong performances in the **UK, Spain, Germany**



TOP House of Anubis
#3 Portugal (SIC)



The Next Step

Top show on **CBBC UK** in April 2014

TOP

= appears in the July – December 2013 national top 20 rankings based on average ratings 000 on total kids

Now and Coming soon...



Henry Danger

Distributor: Nickelodeon

Country: United States



Sam Fox: Extreme Adventures

Distributor: ZDF Enterprises

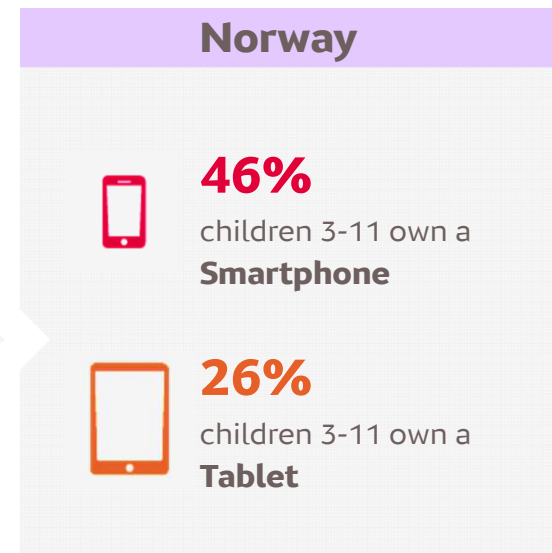
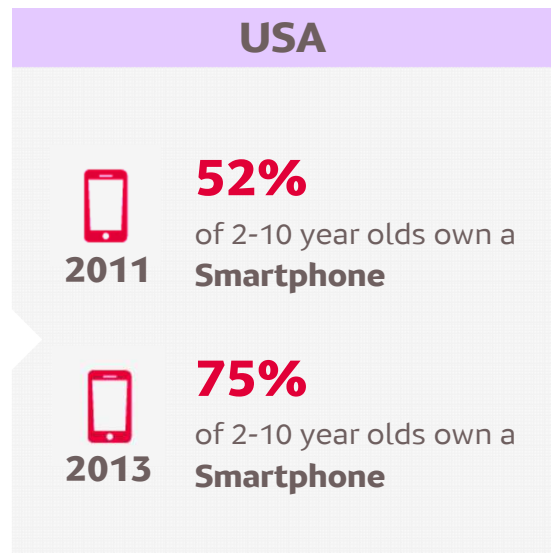
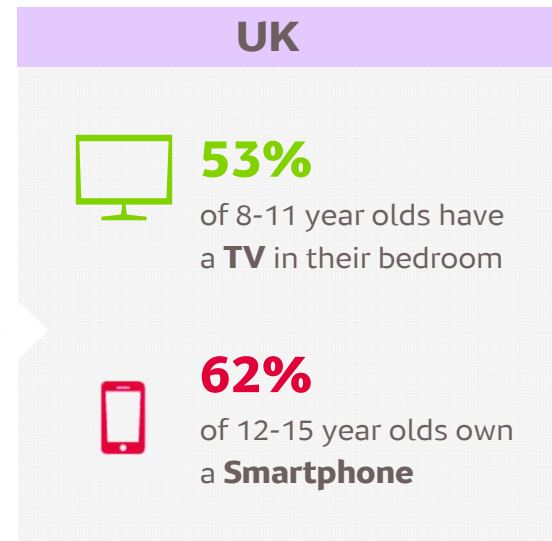
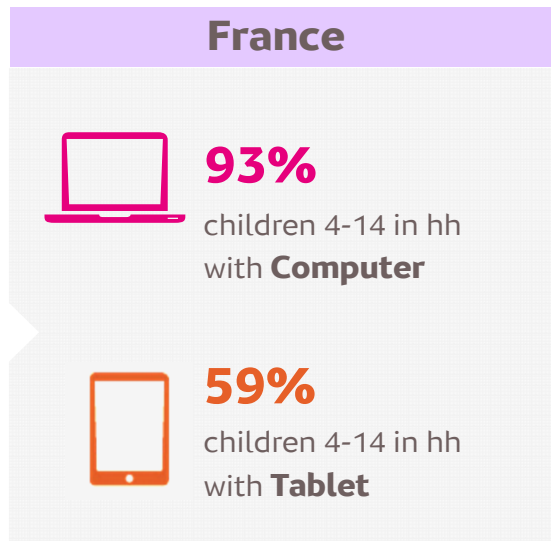
Country: Australia

3 Multiplatform content



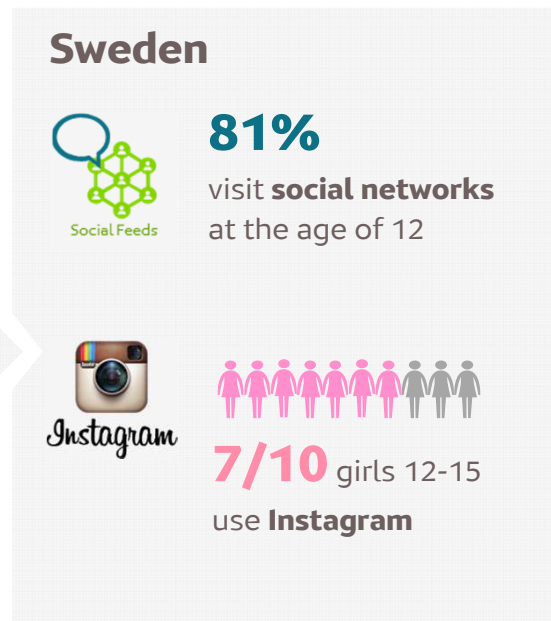
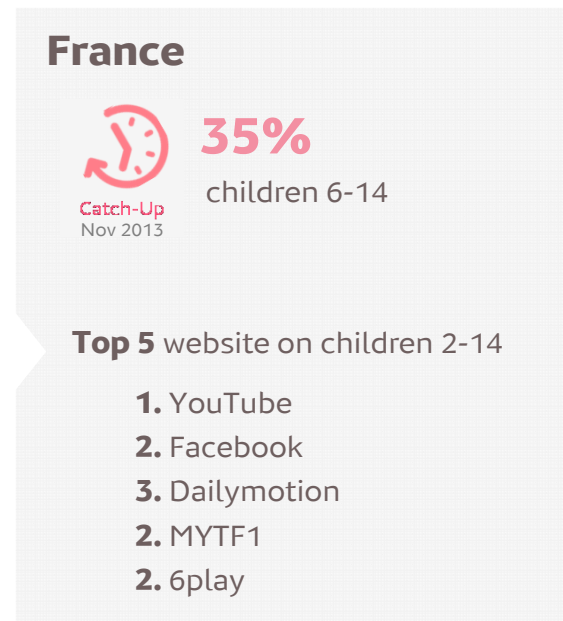
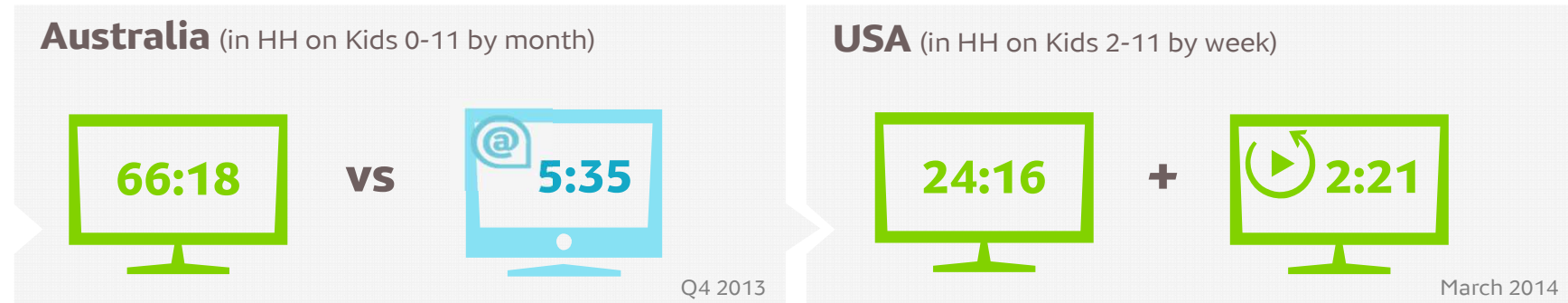
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Other Screens are everywhere



Sources: Home Devices T1 2014 /
Commen Sense Media 2013 /
ITV/Tonight Survey /
TNS Gallup – Media and Children
Survey 2013

New markets, new figures



Sources: Australian MultiScreen Report Q4 2013 / Nielsen – The Cross Platform Report March 2014 / Médiamétrie – Etude VOD 360 2013 / Mediametrie//NetRatings – Mesure d’audience de la vidéo sur écran d’ordinateur – France – Mars 2014 – Tous lieux de connexion / Swedes and the Internet 2013 / TNS Gallup – Media and Children Survey 2013 / MediaVision

Content without borders

TV content across all the screens

Sheriff Callie's Wild West (Disney Junior – USA / UK)



23 million of videos views

#1 most-watched series on **watchdisneyjunior.com**

Tahiti Quest (Gulli – France)





120 000 unique viewers


1.5 million of videos views

From digital to the TV screen

Monster High / Barbie Life in the Dreamhouse

Angry Birds



TOP France, Indonesia

almost **23%** share in April on 4-14 on Gulli

Content without borders

Exclusive content from new players



1997

More than **50 countries**: North and South America, Europe (Denmark, Finland, Ireland, the Netherlands, Norway, Sweden, and the United Kingdom)

Partnership: Disney / Dreamworks Animation / Time Warner



TurboFAST



King Julien



2006

United States, United Kingdom, Germany and Japan

Partnership: Viacom / Nickelodeon



Tumbleleaf



Just Add Magic

Thank you!



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