



kidscreen[®]



Global Pitch
Guide 2012





Searching for a few good buyers?

Welcome to the 2012 edition of our annual **Global Pitch Guide. This year-round reference tool details the programming priorities for key kidcasters around the world and gives the scoop on the best way to approach them.**

Kidscreen Global Pitch Guide 2012



Tim Brooke-Hunt

Controller

ABC Children's (Australia)

Looking for: ABC Australia is committed to broadcasting 32 hours of children's programming per day across its three networks, and is constantly in the market for new content. High on ABC's current shopping list are: animation in general, comedies targeting eight- to 12-year-olds, action-adventure shows for boys, documentaries of all types and the latest in factual and reality entertainment. ABC places a premium on homegrown content, but also uses a healthy amount of international acquisitions to augment its kids schedules.

Preferred approach: As far as approach goes, the network is happy to review program submissions at any stage of the production process. Producers can begin their pitch by emailing (childrens.acquisitions@abc.net.au) or they can mail series bibles, screeners etc. to ABC Children's Acquisitions, ABC TV, 700 Harris Street, Ultimo, NSW 2007, Australia. Free non-exclusive streaming rights are an important part of any deal ABC makes, but the public broadcaster is not expecting to participate in any licensing or merchandising royalties.

Market circuit: Kidscreen Summit, MIPCOM



Michael Goldsmith

Director of original programming

Astral Kids (Canada)

Family Channel

Looking for: Family has seen great success with live-action comedies, both single- and multi-camera, that appeal to its core eight to 14 audience. The channel is keen to find programming that complements its current comedic lineup and that could also work on the newly launched Disney XD. Up to 60% of Family Channel's programming comes from Disney US, with the rest of the schedule being comprised of Canadian original productions and other acquisitions.

Disney Junior Canada

Looking for: Disney Junior was rebranded from Playhouse Disney in May 2011 and the new-look brand has continued to grow in audience numbers with programming, such as Disney's *Jake and The Never Land Pirates*, as well as the original production, *Stella and Sam*. Goldsmith and the programming team are open to all pitches and, as with Family, would encourage producers to research the channel and its lineup before emailing a one-page outline document. The team is particularly keen on shows that find new and engaging ways to make preschoolers laugh, as well as a focus on magical storytelling, music and dance.

Disney XD Canada

Looking for: Comedy is the focus for Disney XD. Goldsmith cites Canadian original series *Wingin' It* as a good example of a show that translates from Family to Disney XD—a single-camera comedy with loyal audience that finds support through many web games, exclusive webisodes and behind-the-scenes content.

Preferred approach: Creators/producers interested in pitching Family/DJC/DXDC should send an email to Goldsmith (michaelg@family.ca) or call first (416-956-2010) to introduce their concept and then request an opportunity to pitch it in person. Goldsmith encourages producers to research the network to get a sense of the tone and style of the shows that currently air on the individual channels. Pitches should be sent by email and contain a one page document that outlines the concept, characters, episodic ideas and potential cross-platform approach. In the case of Family, it's important that it secures all digital rights to programs due to the multi-platform presence of the brand.

Market circuit: Kidscreen Summit, Banff World Television Conference, MIPCOM

**Michele Paris**

Senior program manager

BBC Kids Canada/Knowledge Network (Canada)**BBC Kids Canada**

Looking for: content that reinforces this unique British-flavored brand to complement programming that is largely sourced through an output deal with BBC Worldwide—that includes smart and fun tween-targeted factual and reality entertainment, and live-action comedy and drama series for boys and girls eight to 14, preferably UK-produced or co-produced.

Knowledge Network

Looking for: Knowledge Network is looking to amass content for preschoolers, as well as the six to eight demographic, and Canadian producers have the inside track. As the public educational broadcaster in British Columbia, Knowledge has a commitment to air locally produced series—Canadian content quotas require that almost 60% of the 12-hour daily kids block be comprised of homegrown fare. Knowledge puts an emphasis on educational programming that supports children’s social, emotional and cognitive development, and another programming genre that constantly holds Paris’s attention is interstitial shorts that run anywhere from two to seven minutes in length. “I always need them,” she says.

Preferred approach: Currently, about half of Knowledge’s schedule comes from pre-buys, though it does make non-Canadian acquisitions based on available slots each year. Knowledge is looking for broadcast and internet-streaming rights with all its acquisitions and co-productions, and is also interested in interactive digital content for the Knowledge Kids website. Producers who want to get in touch with Knowledge to pitch are asked to begin by sending an email to Paris (michelep@knowledge.ca) with a brief description of the series, followed up by a phone call. Guidelines for submitting acquisitions are available at www.knowledge.ca/producers.

Market circuit: Kidscreen Summit

Laurence Blaevoet

Head of children’s programming

Canal+ (France)**Canal+ Family**

Looking for: Aimed at engaging a multi-generation audience, Canal+’s kid-inclusive channel is looking for programs (animation and live action) that are a bit edgier and cynical, but still speak to kids. And Blaevoet and her team are going on something of a shopping spree over the next 12 months, with a goal to pick up roughly 10 new series.

Piwi+

Looking for: The cabsat operator’s premiere preschool channel is aiming to acquire between eight and 10 animated series this year that revolve around tender and sweet stories and well-known brands, which simultaneously appeal to kids ages four to six and make parents comfortable.

Télétoon+

Looking for: Télétoon+ targets kids from six to 10, and it’s on the lookout for animated series that feature fun buddy stories with gags, adventures and friends. Princesses and fairies are also high on the wish list for its girl viewers.

Preferred approach: Blaevoet likes an email to gauge interest (laurence.blaevoet@canal-plus.com) and recommends that it’s best not to pitch before a trailer and scripts are ready to share.

Market circuit: Kidscreen Summit, MIPTV, MIPCOM, Ottawa International Animation Festival





Adina Pitt

VP of content acquisitions and co-productions

Cartoon Network(US)

Looking for: As always, Pitt is open to hearing pitches for a variety of genres that target kids six to 11, as well as the nine to 14 set.

Preferred approach: Email (adina.pitt@turner.com) is a great way to start. Pitt is also happy to accept calls at 212-275-5032.

Market circuit: Natpe, Kidscreen Summit, MIPTV, MIPCOM



Damian Kavanagh

Controller

CBBC(UK)

Looking for: Programs aimed at children ages six to 12. CBBC has had a successful year and its programming and outreach activities are constantly attracting larger audiences. The channel is building both reach and share year-on-year and has seen great success with programs like *Horrible Histories* and *Deadly 60*. As ever, it is the content which brings the CBBC brand to life, and it needs to constantly refresh the selection of programs and websites on offer to its discerning and demanding audience. CBBC values shows that are infectious and can help kids “laugh yourself smart!” Accordingly, the channel’s tone is funny, energetic, unpredictable, upbeat and fun and it endeavours to talk to kids in their language and on their level. Ultimately, Kavanagh wants ideas that are original and relevant to his audience, ideas which take into account the diversity of Britain. He doesn’t want to patronise the audience, nor does he want to formally educate them.

Preferred approach: Via the BBC’s e-commissioning website at www.bbc.co.uk/commissioning. Search for CBBC.

Market circuit: Kidscreen Summit, MIPTV, Cartoon Forum, MIPCOM



Kay Benbow

Controller

CBeebies (UK)

Looking for: Benbow says the preschool network is looking for more shows that involve young children on-screen and actually go into a child's world to capture their environment. "I think that is incredibly appealing and very strong, and we know that children respond really well to it," she says. Shows that look at the world from the perspective of a child under the age of six are a big hit with Benbow, who cites the GCI/live-action series *Waybuloo* and live-action *In the Night Garden* as two solid examples. Additionally, CBeebies is in the market for comedies, which remain very important to the channel.

Preferred approach: Producers looking to pitch CBeebies can do so through the Beeb's e-commissioning website (www.bbc.co.uk/commissioning).

Market circuit: Kidscreen Summit, MIPTV, Cartoon Forum, MIPCOM



Jamila Metran

Program manager

CiTV (UK)

Looking for: CiTV is looking to fill its 2013 schedule now. Preschool block Mini CiTV is well-stocked in animation, so finding live-action programming is a focus. Learning through laughter is important, as CiTV is essentially an entertainment channel for kids and ideas that allow kids to use their imagination to take part in the on-screen experiences/tasks top the list. For older-skewing CiTV, the need is for live-action drama or sitcoms for eight- to 12-year-olds. Strong character-driven stories with high adventure are also desirable.

Preferred approach: Please send all submissions to Metran's attention, preferably by email (jamila.metran@itv.com) or by post to CiTV, 21st Floor, London Television Centre, Upper Ground, London, England, SE1 9LT. A one-page series outline will be sufficient to start, along with a rough idea of budget.

Market circuit: Kidscreen Summit, The Children's Media Conference, MIPCOM



Francesca Newington

Head of children's channels

CSC (UK)

Tiny Pop

Looking for: CSC's kids digital channel offering available on Sky, Virgin and Freesat. This preschool-centric channel is looking to acquire programmes with good morals which support kids three to seven as they are growing up but don't patronise them; it caters for slightly older than a pre-school audience so the pace shouldn't be too slow. Programs with British accents are preferable.

PopGirl

Looking for: is on the lookout for live-action comedy and drama series plus a small amount of animation and all must be aimed squarely at girls ages seven to 12.

Kix

Looking for: This 100% boy-focused channel features a mixture of live action and animation and is seeking comedy shorts (one to two minutes in length) as well as programming filled with stunts and challenges.

POP

Looking for: Aimed at kids four to nine, POP is looking to build on its catalogue of comedy animation as well as "whizz-bang" lively factual shows.

Preferred approach: Producers interested in any or all of the channels should begin with a brief email to Newington (francesca@chartshow.tv). Screeners are also a good jumping-off point, as are meetings at MIPCOM, which the channel finds an excellent forum to begin a dialogue.

Market circuit: MIPCOM Market circuit: MIPCOM



Massimo Bruno

Channel manager

DeAgostini Editore (Italy)

Looking for: Italian core kids six to 11 DTT channel DeA Kids was joined by tween-targeted sister net DeA Super last year, and Bruno, who oversees both channels, would like to further emphasize the difference between the two in order to create two loyal, but separate groups of viewers. He's currently focused on acquiring animation, comedy, game show and live-action content for the channels.

Preferred approach: Producers interested in pitching either DeAgostini channel should submit a complete project, with synopsis, plot and details of the main characters to Bruno (massimo.bruno@deagostini.it). He would also like to see a CV of the producer that details past experiences.

Market circuit: Kidscreen Summit, MIPTV, MIPCOM



Marc Buhaj

SVP of original programming

Disney Channels (EMEA)

Looking for: Disney-branded channels reach more than 100 million homes across Europe, the Middle East and Africa. Disney Channels EMEA develops, commissions, co-produces and acquires original content for three global media brands: Disney Channel (for girls and boys ages six to 14 and their families); Disney XD (primarily for boys six to 14, but girl-inclusive); and Disney Junior (for boys and girls ages three to six and their families).

Optimism and comedy are at the core of all three brands, and all projects must feature broadly appealing stories, breakout characters, a unique visual point-of-view and proven creative talent. Genuine transmedia potential is important for every project, though it must be primarily driven by story and characters, not by interactive or merchandising plans. DC's London-based creative team takes a very hands-on approach to every project from early development through final delivery.

Preferred approach: For acquisitions, send queries to Dominic Gardiner, director of acquisitions (dominic.gardiner@disney.com). Animation development and co-production pitches for Disney Channel and Disney XD should be made to Orion Ross, VP of original series (orion.ross@disney.com). Live-action development and co-production pitches for Disney Channel and Disney XD should be made to Cristiana Nobili, director of production (cristiana.nobili@disney.com). Development and co-production pitches for Disney Junior should be made to Beth Gardiner, VP of production and development, Disney Junior (beth.gardiner@disney.com). Be sure to include initial designs or visual references, synopses and bios of key talent.

Market circuit: Kidscreen Summit, MIPTV, Annecy, Cartoon Forum, MIPCOM



Karen Miller

Director of acquisitions and co-productions

Disney Channels Worldwide

Disney Channel

Looking for: After experiencing global success with *My Babysitter's a Vampire* (Fresh TV/FremantleMedia) on Disney Channel, Miller is looking for live-action properties. Additionally, concepts for DC should target kids ages six to 14 with an emphasis on comedy and be kid-driven and family inclusive. Miller is also looking for animated comedies for the channel.

Disney XD

Looking for: Miller is looking for animated comedies along the lines of Disney original series *Phineas and Ferb*. Concepts must feature strong/aspirational six- to 14-year-old male leads.

Preferred approach: Send materials to Karen K. Miller, Disney Channels Worldwide, 3800 West Alameda Avenue-20th Floor, Burbank, Ca. 91505.

Market circuit: Kidscreen Summit, MIPTV, Banff TV Festival, MIPCOM, SPAA

Lou Fazio

VP of scheduling, acquisitions and planning

The Hub (us)



Looking for: As The Hub, a television channel for kids six to 12 and their families, looks at its program needs for the next two to three years, the programming team of this joint-venture between Discovery Communications and Hasbro looks broadly at comedies, animation, live-action and game shows that serve the core audience, with a special focus on super-serving the older range of that demo. The Hub has a full slate of original, premier and acquired series including *R.L. Stine's The Haunting Hour: The Series* (Haunting Hour Productions in association with The Hatchery), *Goosebumps* (Scholastic Inc.), *Strawberry Shortcake's Berry Bitty Adventures* (American Greetings Properties), *Animal Mechanicals* (Halifax Film, a DHX Media company), *Dennis and Gnasher* (produced for Beano Productions by Red Kite Entertainment and Sticky Pictures, in association with DC Thomson & Co.), *Batman: The Animated Series* (Warner Bros.) and *In The Night Garden* (produced by Ragdoll Productions), which account for approximately 70% of the schedule. The other 30% is comprised of series based on Hasbro brands, including *My Little Pony Friendship is Magic*, *G.I. Joe Renegades*, *Transformers Prime*, *Pound Puppies* and *The Game of Life*.

Preferred approach: The network does not accept unsolicited material. All inquiries must be made through a licensed agent or entertainment attorney.



Sebastian Debertin

Head of fiction, acquisitions and co-productions

KIKA (Germany)

Looking for: innovative and strong properties for KIKA's primetime programming, targeting the six to nine demo, which appeals to girls and boys alike. Debertin has a particular interest in finding animated series for co-production that are able to reach the six to nines, but also have the ability to skew slightly younger. He adds KIKA is also in the market for live-action series that target kids nine and up, and cites ZDF's *H2O*, NDR's *The Peppercorns* and KIKA's original production *KRIMI.DE* as great examples.

Preferred approach: Send an email to Debertin's assistant Constanze Spilling (constanze.spilling@kika.de) or send a convincing one-page pitch via snail mail (KIKA, Sebastian Debertin, Head of Fiction, Acquisitions & Co-productions, Gothaer Str. 36, 99094 Erfurt, Germany). However, if a full package including a bible, pilot scripts and any screening materials is available, send it via post. KIKA will request further material if the initial correspondence piques its interest.

Market circuit: Kidscreen Summit, MIPTV, Goldener Spatz (Golden Sparrow—Kids Media Festival & Market), Cartoon Movie, Cartoon Forum, MIPCOM



Morgann Favennec
Director of youth programs

M6 (France)

Looking for: The French terrestrial broadcaster's children's offering is now divided between the M6 Kid block for the six to 10 crowd and preschool-skewing Disney Kid Club, which moved over from competitor TF1 in early 2010. Favennec says M6 Kid is moving away from taking on more action-adventure and focusing on scheduling animated comedy. Series with shorter episode lengths that come in at 11 or 13 minutes, instead of the traditional 26 minutes, are also of interest, as are European co-pros and pre-buys. Understandably, Disney Kid Club meets its programming requirements by dipping into the offerings from the House of Mouse—the block's content provider.

Preferred approach: Producers interested in pitching can start by sending an introductory email to Favennec (morgann.favennec@m6.fr).

Market circuit: Kidscreen Summit, MIPTV, Cartoon Forum, MIPCOM

Jules Borkent

SVP of global acquisitions

Nickelodeon Global



Looking for: all genres of programming for Nickelodeon, Nick Jr., Nicktoons and TeenNick around the world. Borkent's shopping list for 2012 is long, but his primary focus is on early pre-buys around preschool (curriculum-based, but not imperative) shows to service the brand's rapidly expanding Nick Jr. network, as well as animated comedies, action-adventure and sitcoms for its TeenNick and Nicktoons channels. Shows should have a global appeal and formats should be easily adaptable for use in multiple regions.

Preferred approach: Borkent always looks forward to personal meetings during markets, such as MIPTV, but he's happy to take meetings in his New York office, where he can be contacted via e-mail (jules.borkent@mtvn.com) or phone (212-258-8000).

Market circuit: Natpe, Kidscreen Summit, MIPTV, LA Screenings, MIPCOM



Linda Simensky
VP of children's programming

PBS (US)

Looking for: American public broadcaster PBS is currently open to pursuing any curriculum-based series that play to its two target audiences, kids two to five and four to eight. Just about any format will be considered as long as the idea and style are intriguing. Producers interested in utilizing puppets should note that the network finds these type of shows skew extremely young.

Tying a show to an educational curriculum is crucial for PBS, as the public broadcaster strives to make a positive impact on the lives of its viewers. Every project PBS works on must integrate on-air and online content and will be distributed via every platform currently invented.

Preferred approach: The broadcaster prefers to accept pitches through the mail. Producers can get in touch with Brad Pettingell (bwpettingell@pbs.org) via email to get the appropriate submission release forms before sending pitch materials to Simensky.

Market circuit: Kidscreen Summit, Ottawa International Animation Festival



Frank Dietz
Head of acquisitions and co-productions

Super RTL (Germany)

Looking for: Comedy is at the top of Super RTL's shopping list, which shouldn't be a surprise given the network's current slate of programming that includes *Phineas and Ferb*, *Angelo Rules* and *FairlyOdd Parents*. The focus is on finding animated comedies targeting six- to nine-year-olds. Series should be gender neutral and family friendly. However, the net's not looking for anime, titles heavily steeped in action or anything decidedly boy-skewing, as these types of programs are not a fit with Super RTL's positioning.

Preferred approach: Please send bibles, storylines and screeners to Frank Dietz (frank.dietz@superrtl.de) or senior manager of acquisitions and co-productions Marion Winter (marion.winter@superrtl.de) or to RTL Disney Fernsehen, Picassoplatz 1, 50679 Köln, Germany. Animation tests are helpful, but not absolutely required.

Market circuit: Kidscreen Summit, MIPTV, Annecy, Cartoon Forum, MIPCOM

Carole Bonneau

VP of programming

Teletoon (Canada)



Looking for: comedies for kids ages six to 11 that really appeal to a 10-year-old boy and are girl- and parent-inclusive. Bonneau looks for shows with a strong, cohesive storyline and characters with distinct personalities that Teletoon viewers can relate to. High on her list are writer-driven shows for media-savvy tweens that would be companions to *Johnny Test* and *Jimmy Two Shoes* and good lead-ins to Teletoon's co-view family shows like *The Bug's Bunny & Tweety Show* and *Scooby-Doo Mystery Incorporated*. Bonneau is also keeping an eye out for primetime comedy shows for adults 18 to 49.

Preferred approach: Send Carole an e-mail (caroleb@teletoon.com) with a short synopsis of the series and a picture, if available.

Market circuit: Kidscreen Summit, MIPTV, MIPCOM, Ottawa International Animation Festival, Banff World Media Festival



Pat Ellingson

Creative head, children's media

TVO (Canada)

Looking for: Ellingson says the network is currently in the market for all genres of programming, with a particular focus on shows for three- to five-year-olds and six- to nine-year-olds.

As is the case with all programming on TVO, any new acquisition or co-production will have to integrate learning objectives that can be linked to a curriculum in order to satisfy the mandate of the channel.

Preferred approach: Producers interested in pitching to TVO are instructed to send in a solid pitch document to Ellingson (pellingson@tvo.org) that includes the proposed educational outcomes and how the producer plans to get the show financed. As for digital and consumer product rights, TVO's approach varies according to each project and is handled on a case-by-case basis.

Market circuit: Kidscreen Summit, MIPCOM



Dominique Bazay

VP of programming

VRAK (Canada)

Looking for: VRAK continues to target nine- to 14-year-olds and their parents. "This year, we're on the lookout for series that differ in genre," says Bazay. So things like Nick's *House of Anubis*, or game shows like Disney XD's *Fort Boyard* that are available in French versions are high on her radar. The channel's website is extremely active, and the programming team wants to be able to offer more than just streaming shows online, so multimedia assets are also a selling feature. VRAK produces roughly 100 hours of original programming a year, and as a result does not engage in co-productions, but does pre-buy series.

Preferred approach: The best way for producers to contact VRAK is to send an email to director of acquisitions Johane Landry (jlandry@chaines.astral.com) or director of original production Eve Tessier-Bouchard (etessier-bouchard@chaines.astral.com). Emails should include a brief synopsis of the project being pitched.

Market circuit: Kidscreen Summit, MIPTV, MIPCOM



Virve "Vicky" Schroderus

Acquisitions executive

YLE (Finland)

Looking for: Finnish-speaking YLE TV2 and Swedish-speaking FST air more than 1,000 hours of children's programming per year for kids two to 10 years old, of which roughly 60% is acquired animation. It's now looking for innovative, high-quality toons. For preschoolers, the stories should not only be fun to watch, but should also have educational values. For kids seven to 10, comedy is the key word. Animation pitches should provide multiplatform content.

Preferred approach: Email Schroderus (virve.schroderus@yle.fi) or post the details of the project to Tohlopinranta 31 P.O. Box 196, 33101, Tampere, Finland. All pitches should have bible, synopses, and a few scripts.

Market circuit: Kidscreen Summit, MIPTV, Annecy, Cartoon Forum, MIPCOM

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