

kidscreen **GLOBAL** **pitch guide**

2017
edition



Michael Carrington

Head of Children's
Entertainment
and Education

**Australian Broadcasting
Corporation (Australia)**

LOOKING FOR/ As the ABC's Head of Children's and Education, Michael Carrington has responsibility for ABC KIDS (two to six years), ABC ME (six to 12 years), as well as ABC Children's online, interactive and mobile offerings—including the outlet's on-demand platform, iView. Some of ABC Children's current commissions include drama (*Nowhere Boys*, *Little Lunch*), animation (*Figaro Pho*, *Kazoops*), factual entertainment (*Bushwhacked*, *My Year 12 Life*) and comedy (*You're Skitting Me*, *Trip for Biscuits*). Carrington encourages producers to think about diversity—i.e. stories which give a voice to children, whatever their ethnicity, background, gender or sexuality.

PREFERRED APPROACH/ You may send your proposal via email (childrens.acquisitions@abc.net.au). As a minimum, Carrington suggests you should include the following details: title of submission, target audience, format, genre and a short program synopsis.

MARKET CIRCUIT/ Kidscreen Summit, MIP Junior/MIPCOM, Asian Animation Summit



Arik Kerman

EVP Programming
& Digital

BabyFirst (US)

LOOKING FOR/ In 2017, the network is interested in acquiring 3D character-driven animated series, which have clear educational and entertainment value, and target its core viewers (six months to three years). The network is also seeking concepts that can fit into non-linear digital platforms.

PREFERRED APPROACH/ For acquisitions, send Kerman an email directly (akerman@bf-tv.com). Producers can get in touch with his team via email (lobby@bf-tv.com) to get the appropriate submission release form before sending pitches.

MARKET CIRCUIT/ Kidscreen Summit, MIPTV, MIPCOM



Michele Paris

Senior Program Manager

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

BBC Kids Canada

LOOKING FOR/ BBC Kids Canada is looking for content that reinforces the channel's unique British-flavored brand to complement programming that is largely sourced through an output deal with BBC Worldwide. The focus is on fresh, funny animation and live-action comedy series and shorts for kids ages six to 12, preferably UK-produced or co-produced. The channel is largely acquisitions-based, but it does commission a small amount of original Canadian content. The channel doesn't pre-buy foreign (non-CanCon) series.

Knowledge Network

LOOKING FOR/ Knowledge Network is on a mission to amass content for preschoolers and six to eights, and Canadian producers have the inside track. As an educational public broadcaster in British Columbia, Knowledge has a commitment to air locally produced series—Canadian content quotas require that roughly 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.

Paris is also keen on interstitial shorts up to seven minutes in length. Currently, roughly 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 free VOD rights with all of its acquisitions and co-pros, and is also interested in interactive digital content for the Knowledge Kids website.

PREFERRED APPROACH/ Producers looking to pitch should begin by sending an email to Paris (michelep@knowledge.ca) with a brief description of the series, before following up by phone. Guidelines for submitting acquisitions are available at knowledge.ca/producers.

MARKET CIRCUIT/ Kidscreen Summit, MIPCOM



Marie McCann

Senior Director
CBC Kids (Canada)

CBC Kids creates fun and inspiring programming to uplift and enrich Canadian children. “As Canada’s national broadcaster, we continue our tradition of excellence and innovation in children’s content and reach our audience through CBC Television, our websites and social platforms,” observes McCann.

LOOKING FOR/ When it comes to television, CBC Kids airs 28 hours of programming weekly for kids two to 10 years old. The network is looking for highly engaging projects with characters, stories and formats that will stand out in today’s multiplatform media landscape. McCann says the CBC is dedicated to reflecting Canadian kids in a fun and creative way, and is looking for projects that naturally integrate diversity and strong social values.

For digital original series, the CBC is hunting for series of all genres that are specifically formatted for success on YouTube and other digital platforms. McCann says she will consider projects aimed at kids age three to 12 for this stream.

McCann notes that the CBC is mandated to air Canadian content almost exclusively, but will welcome partnerships with foreign companies that can partner with Canadian producers.



Kay Benbow

Controller

CBeebies (UK)

LOOKING FOR/ CBeebies is now a truly multi-genre channel, offering everything from factual entertainment to drama, from comedy to top-quality animation, with content available wherever children are, whenever they want it.

CBeebies is seeking distinctive concepts that put a new twist on traditional preschool themes. This may involve new presenters or performers with a passion for, or an authentic voice on, an appealing subject. Strong female leads in both live action and animation remain important, as do shows that reflect the cultural diversity of the UK audience, such as *Topsy and Tim*, *Footy Pups*, *Jamillah and Aladdin* and *Clangers*. Comedy and continuing drama proposals would be welcome, along with ideas for the very young end of the audience.

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

MARKET CIRCUIT/ Cartoon Forum, MIPCOM



Sarah Muller

Head of Children's

Channel 5 (UK)

LOOKING FOR/ Channel 5's Milkshake has a reputation for being the home of some of the finest UK preschool content, and that continues to be a key driver. The preschool market in the UK is hugely competitive and the audience is increasingly sophisticated, so Channel 5 plans on stepping up its game to make sure it has the widest choice of excellent programming available to meet those needs. "We are also working closely with partners at Nickelodeon to maximize the benefits for all," notes Muller.

PREFERRED APPROACH/ Muller says she is happy to take approaches at whatever point producers feel they are ready for presentation—it varies for everyone, "and for me there's no hard and fast rule."

MARKET CIRCUIT/ Kidscreen Summit, Annecy, CMC, Cartoon Forum



Daniel Eves

SVP, Kids & General
Entertainment

**Corus Entertainment
(Canada)**



Deirdre Brennan

VP, Content

Corus Kids (Canada)

As Canada's market leader in children's entertainment, the Corus Kids portfolio offers 10 channels, including flagship brands YTV, Teletoon and Treehouse. They are looking for creatively distinct projects that can connect to the local audience, working closely with international partners, as well as exploring new content models and collaborations.

YTV

YTV's target demographic is six to 12s, with a broader audience during family viewing post 7 p.m. For YTV primetime, the goal is to deliver shared experiences that are entertaining for kids and their parents. The network is currently looking for single camera, live-action drama/comedy series, and will also consider inclusive general entertainment and/or reality concepts, tent-poles and light factual concepts that target a family audience.

Treehouse

Although it is not currently looking for original preschool series, Treehouse continues to offer Canadian preschoolers (two to six) engaging, charming and fun programming with non-curriculum learning objectives.

Teletoon/Télétoon

With a target demo of kids five to nine, and a sweet spot of eight-year-olds, the channel is looking for gender-neutral, animated comedies that are character-driven with a strong creative vision and distinct design. They are also open to action shows for this audience, although comedy remains the focus.

PREFERRED APPROACH/ Corus accepts production submissions via email (scriptedoriginals@corusent.com). Materials can vary from one-sheet concepts to fully produced demos—whatever best communicates your passion and original vision.

MARKET CIRCUIT/ Kidscreen Summit, MIPTV, Banff World Media Festival, MIPCOM



Massimo Bruno

Head of TV Channels

De Agostini Editore (Italy)

Before pitching to this independent, multiplatform network that presents unique content for Italian kids, Bruno suggests producers and distributors would be smart to familiarize themselves with the editorial needs of each specific De Agostini Editore channel.

DeA Jr. (Pay TV, 24-hour network)

DeA Jr. is a preschool edutainment channel with a special focus on family co-viewing, created to encourage kids to learn and discover.

DeA Kids (Pay TV, 24-hour network)

Targeting kids ages six to nine, with a careful balance between entertainment and education, DeA Kids content is meant to empower kids and encourage them into action through engaging and original content.

Super! (Free DTT, 24-hour network)

An entertainment channel for kids six to 12, Super! helps kids discover their skills in a funny and spontaneous way, using different initiative that inspire their interest. It's a place where kids can find content they really love and can identify with. The channel profile is designed to deliver a TV Everywhere experience across all screens for the kids.

LOOKING FOR/ Bruno is after evergreen animation with a strong comedy component for a gender-neutral audience, as well as co-production partners for live-action sitcoms and/or telenovelas for teens and tweens.

PREFERRED APPROACH/ Producers interested in pitching any of the De Agostini channels should submit a complete project outline, with synopsis, plot and details of the main characters, to the Acquisition and Property Development Department c/o Brenda Maffucci (brenda.maffucci@deagostini.it).

MARKET CIRCUIT/ Kidscreen Summit, MIPTV, Le Rendez-Vous, Cartoon Forum, MIPCOM



Joe D'Ambrosia

SVP, Original Programming

Disney Junior (US)

LOOKING FOR/ Disney Junior is looking for animated, emotional, character-driven stories with a touch of Disney magic. The target demographic is kids two to seven, as well as their parents and caregivers.

PREFERRED APPROACH/ Disney does not accept unsolicited materials. Please submit materials through a franchised agent or a recognized entertainment attorney to: Joe D'Ambrosia, Disney Channels Worldwide, 3800 West Alameda Avenue, Suite #1632, Burbank, CA 91505.

MARKET CIRCUIT/ Kidscreen Summit, Cartoon Forum



Michael Goldsmith

VP, Original Production

**DHX Television
(Canada)**

Family Channel

LOOKING FOR/ With the continued success of its dance series *The Next Step*, and with two more musical series drawing in viewers (*Lost & Found Music Studios* and *Backstage*), Goldsmith is open to more tween dramas that explore areas outside of the arts. Family Channel also looking to balance its slate with animated and live-action comedies for kids—single-camera being a focus for live-action series, and cartoons that feature regular kids in extraordinary situations.

Family CHRGD

LOOKING FOR/ Animated comedies and new formats are the focus for Family CHRGD, which has elevated action-adventure shows and gaming-themed programming like *Sonic Boom*, *Fangbone!*, *Slugterra* and *Gaming Show (In My Parents' Garage)* to build its audience.

Family Jr. and Télémagino

LOOKING FOR/ Goldsmith and the channel's programming team are open to all pitches and encourage producers to research preschool nets Family Jr. and Télémagino and their line-ups before emailing a one-page outline. He is particularly keen to find shows that make preschoolers laugh in new ways, as well as those that focus on imagination and make-believe for the core preschool audience of kids two to five.

PREFERRED APPROACH/ Creators/producers interested in pitching should email Hila Sharif (hila.sharif@dhxmedia.com) to introduce their concept. Pitches should contain a one-page document that outlines the concept, characters, episode ideas and potential cross-platform approaches. In the case of Family, it's important that the network secures all digital rights to programs due to the heavy multiplatform presence of the brand.

MARKET CIRCUIT/ Kidscreen Summit, Banff World Media Festival, MIPCOM



Tiphaine de Raguenel

Executive Director of France 4, Children & Youth Director

**France Télévisions
(France)**

LOOKING FOR/ France Télévisions runs five FTA/DTT channels: France 2, France 3, France 4, France 5 and France Ô. The company is the leading co-producer and distributor of animated content in Europe, with as many as 155 hours produced with indie prodcos.

France 3 airs animated shows targeting kids six to nine in its dedicated Ludo block. De Raguenel says she's looking for shows with lots of humor and appealing characters, such as *Raving Rabbids*, *Garfield* or *Jungle Bunch*.

France 5 targets preschoolers, and is in the market for shows with strong edutainment content aimed at arousing children's curiosity and teaching them about living together. Any show with a new look or design is welcome, and de Raguenel is always looking for seasonal specials (Christmas, back-to-school) for the channel.

Since April 2014, **France 4** has been the new channel for kids and family. Every day from 6 a.m. to 6:30 p.m., its mission is to target all kids and create a bond between generations of families.

Zouzous (for young children and their parents) and **Ludo** (for brothers and sisters) are the two main blocks on the grid. France 4 also broadcasts animated series based on US blockbusters from DC Comics and Marvel—targeting kids, teenagers and young adults (think *Iron Man* and *Batman*). It also acquires some magazine and documentary series for kids, like *Mission Madagascar*.

For **France Ô**, it's all about live action. The Ô stands for overseas, notes de Raguenel, so shows should reflect that.

France Télévisions has developed interactive and online services to meet the fast-changing media consumption habits of children, and to be available on all the platforms that kids and their families use.

PREFERRED APPROACH/ Producers can mail their project materials or meet during a market. De Raguenel says FTV has dedicated people for each content type (productions/acquisitions) and target (preschool/kids/hybrid) who are happy to meet with producers and creators.

MARKET CIRCUIT/Kidscreen Summit, MIPTV, Annecy, Cartoon Forum, MIPCOM



Sebastian Debertin

Head of Fiction, Acquisitions
& Co-Productions

KiKA (Germany)

LOOKING FOR/ KiKA looks for animated and live-action adventure series and dramas that target the six to nine demo (and a little older). Of particular interest are properties with a long shelf life, a strong narrative, convincing characters and a subtle curriculum.

Strong preschool concepts, as well as high-quality live-action shows for children nine and up are welcome.

Debertin's latest co-productions range from preschool hits like *Super Wings*, *Lily's Driftwood Bay*, *Nelly & Nora* and *Animanimals* to six to nine shows like *Tib & Tumtum*, *Blinky Bill* and *The Insectibles*.

PREFERRED APPROACH/ "Come to me as early as possible," says Debertin. "A five-liner plus a scribble of the lead character can be enough for a quick 'Yes' or 'No.' Also, for co-productions, it's best to approach us as early as possible in your development with a convincing first three pages and basic concept."

Materials (ranging from the first three pages to a full package—including a bible, pilot scripts and any screening materials) can be sent by email to Debertin's assistant, Constanze Spilling (constanze.spilling@kika.de), either with materials attached or links for downloading. Materials can also be sent by mail to: KiKA, Sebastian Debertin, Head of Fiction, Acquisitions & Co-Productions, Gothaer Str. 36, 99094 Erfurt, Germany.

MARKET CIRCUIT/ Kidscreen Summit, Rio Content Market, MIPTV, Goldener Spatz (Golden Sparrow—Kids Media Festival & Market), Cartoon Movie, Cartoon Forum, MIPCOM, SPAA



Jules Borkent

SVP of Global Acquisitions &
International Programming

Nickelodeon (US)

LOOKING FOR/ Borkent is primarily interested in gender-neutral, character-driven animation and live-action series, told from the point of view of kids' characters. He is also on the lookout for preschool content that is, ideally, curriculum-driven, funny and entertaining. He is also especially interested in both pre-buys, co-development and co-production opportunities across all genres and demos.

Shows should have a global appeal, and formats should be flexible and easily adaptable for use in multiple regions. It should also contribute to Nickelodeon's mission to make the world a more playful place.

PREFERRED APPROACH/ Borkent is best contacted via email (jules.borkent@vimn.com) or phone (212-846-1000).

MARKET CIRCUIT/ NATPE, Kidscreen Summit, MIPTV, LA Screenings, MIPCOM



Linda Simensky

VP, Children's Programming

PBS (US)

LOOKING FOR/ American public broadcaster PBS is open to considering any curriculum-based series that plays to its target audiences—kids two to five and/or the slightly broader three to eight age range. Just about any format is a possibility, as long as the idea and style are intriguing. Producers interested in using 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, which strives to make a positive impact on the lives of its viewers. Every project PBS works on must also integrate on-air, online and mobile content and will be distributed via multiple platforms.

PREFERRED APPROACH/ Simensky prefers to accept pitches through the mail. Producers can get in touch with Natalie Engel (nengel@pbs.org) via email to get the appropriate submission release forms before sending pitch materials to her.

MARKET CIRCUIT/ Kidscreen Summit, Ottawa International Animation Festival



Harry Yoon

Chief Content Officer
SKBroadband (Korea)

SK broadband is an expansive IPTV platform in Korea. Yoon's team leads the channel's investment, distribution and business development for an outlet with a reach of about four million subscribers across more than 160 linear channels and VOD. (SKB has been investment partner for Korean Animation for the last seven years, helping develop more than 35 programs with US\$25 million in investment.)

LOOKING FOR/ Yoon says he is open to pitches targeted to preschoolers, provided they have a strong adventure storyline, cute characters and L&M potential. When it comes to older kids, he's on the look-out for strong, character-driven shows.

PREFERRED APPROACH/ Yoon prefers to be contacted by email first (harryoon@sk.com) or by pitching off-line at a market. Creators should come to the table with character images, backgrounder, storyline and concept with trailer.

MARKET CIRCUIT/ Kidscreen Summit, SPP, MIPCOM, Asia Animation Summit, Cartoon Connection



Lisa O'Brien

VP, Original Programming
and Development

Sprout (US)

LOOKING FOR/ Kids outlet Sprout is looking for upper-preschool (four to six years old) series concepts that reflect the diverse and modern world in which we live. The aim at Sprout is to help kids become good people and to create a place where they are unabashedly free to grow. The channel is looking for high-concept series that embrace their core values of Compassion, Courage, Curiosity and Challenge, by emphasizing social-emotional learning and problem-solving skills.

Whether it is animation or live-action, short-form or long-form content, sprout is looking to develop projects with aspirational and relatable characters, stunningly beautiful visuals and never-been-done-before ideas. O'Brien says they also believe in the power of storytelling through song and want to be the home of "non-cringeworthy" preschool music. ("And bonus points if you can make us laugh!")

PREFERRED APPROACH/ Producers interested in pitching can send an email to O'Brien (lisa.obrien@nbcuni.com) or Kristofer Updike, Director of Development (kristofer.updike@nbcuni.com).

MARKET CIRCUIT/ Kidscreen Summit, MIPCOM, SPAA



Janine Weigold

Head of Children's Content
SUPER RTL (Germany)

LOOKING FOR/ SUPER RTL is looking for engaging and entertaining children's content for a target group that ranges from three to 13 years old.

In the morning, the channel entertains preschoolers ages three to six. It prefers series with multiple seasons of 26 x 22 minutes, 52 x 11 minutes, or 78 x seven minutes. Editorially, it likes little heroes that viewers can identify with and get inspired by every day. Since German parents own the remote control, content should meet parents' approval, without being purely educational or curriculum-based.

During the day, SUPER RTL offers programs for an older age demo. The focus is on six- to nine-year-old boys and girls, and the network is looking for inspiring content of at least 26 x 22 minutes or 52 x 11 minutes, with the potential of becoming a long-running series.

Fresh and original concepts with a group of lovable, relatable characters and a big portion of good-spirited humor on both the verbal and the visual level grab their attention. Weigold is interested in purely comedy-driven series, as well as concepts with an adventure part and/or a bigger story arc. "We have good experiences with stories that are linked to the everyday life of the target audience in combination with 'larger than life' aspirational elements," she notes.

SUPER RTL mainly broadcasts animated series—either 2D or CGI, as long as it is high-quality animation. Content should be gender-neutral and family friendly since the network experiences a lot of co-viewing, especially during access primetime.

For primetime, SUPER RTL acquires animated, high-concept features targeted to the whole family. The broadcaster also exploits licensing and merchandising rights on a number of series.

Additionally, the channel is active in multimedia, so series' content should be exploitable on various platforms. SUPER RTL is also interested in digital short-form content both animated or live action. Required elements include: easy to adapt for the German-speaking market, surprising and engaging kids on a frequent basis.

PREFERRED APPROACH/ The best way to approach SUPER RTL is via email. Projects can be at concept stage, further developed or already produced. (The team will give feedback to each submitted title.) Materials can be sent to Weigold (janine.weigold@superrtl.de).

MARKET CIRCUIT/ All relevant Kids and TV markets, including Kidscreen Summit, MIPTV, Cartoon Forum, MIPCOM



Yann Labasque

Director of Youth Programs
TF1 (France)

LOOKING FOR/ For TF1's TFOU youth block, Director of Youth Programs Yann Labasque is looking for gender-neutral programs with a four- to 10-year-old target in mind. The channel has a strong appetite for comedy, great stories and relatable characters. As an indicator of what it's after, in 2016 TF1 premiered several new series, including: *Dora and Friends* (season two, Nickelodeon, 20 x 26 minutes), *Rusty Rivet* (Nickelodeon, 26 x 13 minutes), *The Legendaries* (Technicolor Animation Productions, 26 x 26 minutes), *Miraculous: The Adventures of Ladybug and Cat Noir* (season two, Zagtoon/On Entertainment, 26 x 26 minutes), *Monchhichi* (Technicolor Animation Productions, 52 x 13 minutes) and *Paw Patrol* (season three, Nickelodeon, 26 x 13 minutes).

PREFERRED APPROACH/ The first step, says Labasque, is to prepare a bible, visuals and one or two scripts. Producers and creatives should then seek him out at a market (to give a proper presentation), or they can also email their materials directly to him (ylabasque@tf1.fr).

MARKET CIRCUIT/ Kidscreen Summit, MIPTV, Annecy, Cartoon Forum, MIPCOM



Cecilia Persson

VP, Programming and
Content Strategy Kids
EMEA & International

**Turner Broadcasting System
Europe (EMEA)**



Patricia Hidalgo

SVP, Chief Content & Creative
Officer Kids EMEA, and
International Kids Strategy

Turner (EMEA)

Cartoon Network

LOOKING FOR/ Cartoon is primarily looking for comedy series for kids eight to 12 and action-adventure for six- to 10-year-olds. Shows should feature humor that is universally appealing and girl-inclusive. The channel's programming line-up explores the relatable themes of humor, friendship, imagination and adventure.

Boomerang

LOOKING FOR/ The channel is gender-neutral and aimed at children ages four to seven and their families. It needs comedy animation that can complement an existing slate of much-loved classics that have a strong heritage value in the region. Possibilities include reboots or spin-offs of well-known characters or IPs and/or shows that fit well with the channel but offer something new.

Boing

LOOKING FOR/ Turner operates three of these channels across the region—in Italy, France and Spain. Boing is aimed at kids seven-plus and their families, and co-viewing is habitual. The channel has a varied schedule, and the programming team is looking for live action (both dramas and comedies), telenovelas, game show formats and, of course, comedy animation that appeals to boys and girls alike.

PREFERRED APPROACH/ Please contact Cecilia Persson (Cecilia.persson@turner.com) and/or Patricia Hidalgo (patricia.hidalgo@turner.com) via email.

MARKET CIRCUIT/ Kidscreen Summit, MIPTV, Children's Media Conference, LIMA, MIPCOM



Marney Malabar

Director, Kids TV
TVOKids (Canada)

LOOKING FOR/ As the Director of Kids TV at TVOKids, Malabar says the network is interested in all genres of programming, with a particular focus on live-action reality shows for both preschoolers and school-age kids. Co-productions are developed for every kind of young learner and cover virtually all Ontario Curriculum areas for Grades JK to five.

As is the case with all programming on TVO, any new acquisition or co-production will have to be highly entertaining, and at the same time, integrate learning objectives that can be linked to a curriculum in order to satisfy the mandate of the channel. HTML 5 games and branded interactive content are also developed for all commissioned co-productions.

PREFERRED APPROACH/ Producers interested in pitching TVO should email Malabar (mmalabar@tvo.org) a solid pitch document that includes the proposed educational outcomes and details on how the producer plans to get the show financed. As for digital and consumer product rights, TVO's approach varies by project and is handled on a case-by-case basis.

MARKET CIRCUIT/ Kidscreen Summit, MIPCOM



Virve "Vicky" Schroderus

Acquisitions Executive
YLE (Finland)

LOOKING FOR/ Finnish-speaking YLE TV2 and Swedish-speaking Fem air more than 1,300 hours of children's programming per year, targeting kids ages two to 13. In addition, YLE airs kids shows on a free VOD service called Areena. Roughly 65% of this total volume is acquired animation (not live action, which is almost always produced domestically in Finland), so Schroderus is always looking for innovative, high-quality toons.

For preschoolers, stories should be fun to watch, but they should also have educational value. For kids seven to 10, animated comedy and adventure are the key elements. Animation pitches should provide for multiplatform content.

PREFERRED APPROACH/ Email Schroderus (virve.schroderus@yle.fi) or send details of the project by mail to Mediapolis/YLE Tohlopinranta 31, PO Box 196, 33101, Tampere, Finland. All pitches should include a bible, synopses, three scripts and animation sample.

MARKET CIRCUIT/ Kidscreen Summit, MIPTV, Annecy, Children's Media Conference, Cartoon Forum, MIPCOM, Cinekid

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