

The cover features a light blue central area with a white border, set against a background of black and white diagonal stripes. The text is bold and black.

**kidscreen's**  
**GLOBAL**  
**PITCH**  
**GUIDE**  
**2015 EDITION**



**DEIRDRE BRENNAN**

**HEAD OF  
CHILDREN'S  
TELEVISION**

ABC TV  
(AUSTRALIA)

**LOOKING FOR/** ABC TV Australia broadcasts 10,000-plus hours of children's programming every year on linear channels ABC3 (school age), ABC4Kids (preschool) and the broadcaster's VOD platform iView. Its internationally acquired inventory consists of a variety of genres—live action, animation and mixed media—and it will consider all formats and types of programming suitable for its target audiences, including preschool (two to six), bridging (five to nine), older children (eight to 12) and teens (13+). However, acquisition priorities for 2015/2016 are focused on older children's and family content, proven program brands and innovative scripted formats (telemovies, mini series, events). With educational programming now airing on ABC3, the team is also looking for learning content. Preschool opportunities are currently limited, with no new titles required for the schedule until early 2016.

**PREFERRED APPROACH/** ABC Children's is happy to review program submissions for acquisition at any stage of the production process. Producers should email [childrens.acquisitions@abc.net.au](mailto:childrens.acquisitions@abc.net.au), or send materials directly to ABC Children's Acquisitions: ABC TV, GPO Box 9994, Sydney NSW 2001, Australia. For more information check out [www.abc.net.au/tv/independent/](http://www.abc.net.au/tv/independent/)

**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 14, preferably UK-produced or co-produced. The channel is largely acquisitions based, but it does commission a small amount of original Canadian content.

### **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 almost 60% of the 12-hour daily kids block be comprised of home-grown 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 internet-streaming 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 [www.knowledge.ca/producers](http://www.knowledge.ca/producers).

**MARKET CIRCUIT/** Kidscreen Summit, MIPCOM



**LAURENCE  
BLAEVOET**

**HEAD OF CHILDREN'S  
PROGRAMS &  
CHANNELS**

**CANAL+  
(FRANCE)**

### **Canal+ Family**

**LOOKING FOR/** Canal+ is after clever, funny and engaging stories with a twist of humor and great creative design that target kids ages three to 12. Animated series with episode lengths between five and 26 minutes are preferred to fill preschool, animation and sitcom blocks.

### **Piwi+**

**LOOKING FOR/** The cabsat operator's preschool channel is planning to acquire between eight and 10 animated series this year, with the emphasis on tender and sweet stories and well-known brands that appeal to kids ages three to six and make parents comfortable.

### **Télétoon+**

**LOOKING FOR/** Télétoon+ targets a mixed audience of kids ages six to 10, and is on the lookout for animated series that feature fun buddy stories with plenty of gags, adventures and friends.

**PREFERRED APPROACH/** Blaevoet prefers an email first to gauge interest (laurence.blaevoet@canal-plus.com) and says it's best not to pitch her before a trailer and scripts are ready to share.

**MARKET CIRCUIT/** Kidscreen Summit, MIPTV, Annecy, MIPCOM



## **ADINA PITT**

**VP OF CONTENT  
ACQUISITIONS &  
CO-PRODUCTIONS**

**CARTOON  
NETWORK (US)**

**LOOKING FOR/** As always, Pitt says she 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](mailto: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



**CHERYL TAYLOR**

**CONTROLLER**

CBBC (UK)

**LOOKING FOR/** Programs aimed at children ages six to 12. Taylor notes that CBBC “remains the UK’s number-one children’s channel for its target audience, and its programming, website and outreach activities attract substantial and appreciative audiences.”

CBBC is committed to high-quality content, and recent output includes popular shows like *Horrible Histories*, *Wolfblood*, *Operation Ouch*, *Wizards Vs Aliens*, *Tracy Beaker*, *Dick and Dom’s Absolute Genius*, *Help My Supply Teacher is Magic*, *Newsround* and *Deadly 60*. The channel values shows that feature the “talkability” factor and is proud that its factual offerings are frequently as popular as its drama and entertainment shows. Young viewers are encouraged to “laugh themselves smart,” and the channel’s tone is accordingly fresh, interactive, unpredictable, upbeat and funny. CBBC aims to talk to kids in their language and on their level, and wants to leave its viewers with a sense of curiosity about, and an enthusiasm for, the world around them.

CBBC is looking for ideas that are unique, relevant and irresistible to its target audience—ideas that take into account the diversity of Britain and often reflect life in the UK back to its viewers. There are development opportunities for: smart, shared-viewing narrative comedy; original factual series that put kids at the heart of the action; engaging interactive brand extensions; and dynamic dramas that generate a sense of warmth and wonder.

**PREFERRED APPROACH/** Via the BBC’s e-commissioning website ([www.bbc.co.uk/commissioning](http://www.bbc.co.uk/commissioning)). Search for CBBC.

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



**KAY BENBOW**

**CONTROLLER**

**CBEEBIES (UK)**

**LOOKING FOR/** 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 *Let's Play*, *Katie Morag*, *Topsy and Tim*, *Sarah and Duck*, *Melody*, and *Andy's Wild Adventures*. 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 ([www.bbc.co.uk/commissioning](http://www.bbc.co.uk/commissioning)).

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



**JESSICA SYMONS**

**HEAD OF CHILDREN'S**

**CHANNEL 5  
(UK)**

**LOOKING FOR/** Channel Five's kids block Milkshake targets a preschool range that stretches from two to seven. The block is comprised mostly of animation, and looks for strong story- and character-led shows. Whether they're CGI, stop motion, claymation or cell/2D, they should be high-end, bright, colorful and fast-paced.

Traditional storytelling is key, and the channel focuses on multi-dimensional characters that engage audiences and drive those fantastic stories. Symons is open to most lengths, but prefers eps to be under 13 minutes. Milkshake produces short-form content in-house.

"We saw our highest viewing figures on record in October for both our linear and online platforms," says Symons. "A number of new commissions have helped us, including *Pip Ahoy!*, *Toot the Tiny Tug Boat* and *Wanda and The Alien*. Shows that continue to work well for us include *Peppa Pig*, *Noddy* and *Little Princess*...I'm always on the lookout for more shows like these."

Symons says she also commissions documentaries and wildlife programs for preschoolers, and would definitely look at dramas and puppet shows, too. She prefers to commission and co-produce rather than buy straight off the shelf.

**PREFERRED APPROACH/** Symons likes to be pitched by email ([jessica.symons@channel5.com](mailto:jessica.symons@channel5.com)) with an outline of the idea and some supporting artwork. If it is of interest, she will ask for more information—cost, story outlines and a script, if there is one. She prefers to see projects at a very early stage, and says her team is definitely more proactive than reactive and tends to plan shows quite far in advance.

**MARKET CIRCUIT/** Symons doesn't do all the markets every year, but look for her at Kidscreen Summit, Cartoon Forum and MIPCOM and CMC on occasion. She suggests producers and suppliers meet with her when they are in London.



**JAMILA METRAN**

**HEAD OF PROGRAMMING**

**CITV (UK)**

**LOOKING FOR/** Preschool programming is no longer required—the focus is now on commissioning programming that targets kids six to 10 years old, particularly factual ideas that allow children to be part of the action and subjects that inspire, teach and entertain. CiTV’s essentially an entertainment channel for children.

For eight- to 12-year-olds, the channel is looking for live-action dramas or sitcoms, and strong character-driven stories with high adventure are also desirable. In terms of acquisitions, animated comedies work extremely well for the channel, while boys action-adventure is also a big draw.

**PREFERRED APPROACH/** Please send all submissions to Metran’s attention, preferably by email ([jamila.metran@itv.com](mailto: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. For acquisitions, include an episode to view.

**MARKET CIRCUIT/** Kidscreen Summit, The Children’s Media Conference, MIPCOM



## JOCELYN HAMILTON

VP OF PROGRAMMING  
& ORIGINAL  
PRODUCTION

CORUS KIDS  
(CANADA)

### YTV

**LOOKING FOR/** YTV continues to favor character-driven comedies in both animation and live action targeted to kids six to 11. Animated comedies should have a strong concept and storylines, driven by fun and well-conceived characters. Live-action comedies should have a distinct concept, relatable characters, visionary creators attached, and be suitable for eight to 12s and their families.

### Treehouse

**LOOKING FOR/** To keep Treehouse fresh, Corus wants special properties that have strong characters who are relatable to preschoolers, developmentally appropriate stories and an element of humor. Treehouse is the number-one network for preschoolers in Canada, and original programming makes up 70% of its schedule.

### TELETOON

**LOOKING FOR/** TELETOON is hunting for comedies for kids six to 11 that appeal to a 10-year-old boy, but are also girl- and parent-inclusive. The channel tends to gravitate towards character-centric shows that have strong, cohesive storylines and characters with distinct personalities that TELETOON's media-savvy tween viewers can relate to.

**PREFERRED APPROACH/** Corus takes submissions through its website ([www.corusoriginalprogramming.com](http://www.corusoriginalprogramming.com)). The programming team also manages as many pitches as it can in person, but please come to meetings prepared to pitch. One-sheet concepts, all the way to fully produced demos, are accepted—whatever best communicates your vision.

**Note:** Corus Kids does not commission original programming for Nickelodeon Canada, TELETOON Retro and Cartoon Network.

**MARKET CIRCUIT/** Kidscreen Summit, TIFF Kids, Banff World Media Festival, OIAF, MIPCOM



## FRANCESCA NEWINGTON

### HEAD OF CHILDREN'S CHANNELS

CSC (PART OF  
SONY PICTURES  
TELEVISION, UK)

#### Tiny Pop

**LOOKING FOR/** Having recently extended its reach by launching on national Freeview in the UK, this preschool-centric digital channel acquires programming for kids aged three to seven. Currently we're looking for series with interesting or unusual animation styles (not just CGI), shows with a strong musical theme, and calmer programming for the post 6 p.m. Cuddle Time block which kids and their parents can enjoy watching together before bedtime.

#### POP

**LOOKING FOR/** Aimed at kids four to nine, the POP schedule has a mixture of animation and live action and is looking to build on its strong catalog of comedy, adventure and fun factual series.

#### Kix

**LOOKING FOR/** This 100% boy-focused channel is the home of action, but is also on the lookout for one or two irreverent comedy series to keep the schedule balanced.

**PREFERRED APPROACH/** Producers interested in any or all of the channels should begin by emailing a screener to Newington ([francesca\\_newington@spe.sony.com](mailto:francesca_newington@spe.sony.com)).

**MARKET CIRCUIT/** Kidscreen Summit, MIPCOM



## MASSIMO BRUNO

HEAD OF TV  
CHANNELS

DE AGOSTINI  
EDITORE (ITALY)

An independent, multiplatform network that presents unique content for Italian kids, producers and distributors would be smart to familiarize themselves with the editorial needs of each specific De Agostini Editore channel before they make their pitch.

### **DeAJr.** (pay TV)

A preschool edutainment channel with a special focus on family co-viewing, created to help kids learn and discover.

### **DeA Kids** (pay TV)

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.

### **Super!** (free DTT)

An entertainment channel for kids six to 12, Super! helps kids discover their skills in a funny and spontaneous way. It's a place where kids can find content they really love and can identify with.

**LOOKING FOR/** Bruno is after evergreen animation with a strong comedy component for a gender-neutral audience, as well as live-action sitcoms and/or novelas 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.

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



## MICHAEL GOLDSMITH

DIRECTOR OF ORIGINAL  
PROGRAMMING,  
DHX TELEVISION

FAMILY CHANNEL,  
DISNEY XD AND  
DISNEY JUNIOR  
(CANADA)

### Family Channel

**LOOKING FOR/** Family has had a great run with live-action comedies, both single- and multi-camera, that appeal to its core six to 11 audience. And with the continued success of its dance series *The Next Step*, Goldsmith is also open to more tween dramas.

### Disney Junior Canada

**LOOKING FOR/** Goldsmith and the channel's programming team are open to all pitches and encourage producers to research Disney Junior Canada and its lineup 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 magical storytelling, music and dance.

### Disney XD Canada

**LOOKING FOR/** Animated comedies and live action are the focus for Disney XD, but its slate is rounded out with adventure series that relate to its core audience's daring side. A program that lends itself to the web is a particularly good fit—see *Gaming Show (In My Parents' Garage)* as an example.

**PREFERRED APPROACH/** Creators/producers interested in pitching should email Hila Sharif ([hila.sharif@dhxmedia.com](mailto: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 approach. 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



## SARAH DAVIES

VP OF PRODUCTION  
AND DEVELOPMENT

DISCOVERY FAMILY  
(US)

**LOOKING FOR/** Discovery Family is all about unscripted from 5 p.m. onwards. It's a factual entertainment channel that aims to appeal to adults first and foremost, while hopefully making shows the whole family can enjoy (target the family through the kids in the daytime, but beginning in fringe, draw in the entire family through adults). Discovery is not pursuing scripted concepts at the moment, but it airs films on Saturdays.

"Discovery Family is a new channel, still learning and growing. So we are gathering as much data as we can," says Davies. "The Saturday films are certainly finding an audience. The transactional space is an area we'd like to encourage more ideas in. We are also looking at the history/mystery space. We love a good whodunnit/built it/found it with a strong story." She says Discovery favors a single story per episode, so that the hour really has time to dig into one specific mystery.

**PREFERRED APPROACH/** Davies prefers producers pitch the one idea they are utterly passionate about—a simple email ([sarah\\_davies@discovery.com](mailto:sarah_davies@discovery.com)) with the headline outlining the idea is best, and sizzles are key. If you have great talent, she wants to see it on tape. Show her rather than tell her.

Make sure you lead with what the proposition is from the start. "If it's a funny animal idea, what makes it stand out from everything else?" she says. "We have to be so canny in what we develop and produce—it has to be memorable in some way; it has to feel sticky so that once you start watching, you have to watch future shows."

**MARKET CIRCUIT/** Kidscreen Summit, Realscreen Summit and London, Televisual (UK), World Congress of Science & Factual Producers, Banff World Media Festival



**KAREN MILLER**

**VP, WORLDWIDE  
PROGRAMMING STRATEGY,  
ACQUISITIONS &  
CO-PRODUCTIONS**

DISNEY  
CHANNELS  
WORLDWIDE

**LOOKING FOR/** Disney Channels Worldwide develops, commissions, co-produces and acquires original animation for three global multiplatform brands:

### **Disney Channel**

Disney Channel targets girls and boys ages six to 14 and their families, encouraging them to follow their dreams and believe in themselves through engaging storytelling with relatable and aspirational characters.

### **Disney XD**

Disney XD showcases a compelling mix of programming primarily for boys ages six to 11, transporting them into worlds full of humor, unexpected fun and inspiring action-packed adventures.

### **Disney Junior**

Disney Junior is aimed at boys and girls ages two to seven, with emotional, character-driven stories and a touch of Disney magic.

Optimism and comedy are at the core of all three brands, and projects must feature broadly appealing stories, breakout characters, a unique visual POV and proven creative talent.

**PREFERRED APPROACH/** Disney does not accept unsolicited materials. Please submit materials through a franchised agent or a recognized entertainment attorney to: Karen K. Miller, Disney Channels Worldwide, 3800 West Alameda Avenue, Suite #2047, Burbank, CA 91505.

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



**JOE D'AMBROSIA**

**VP OF 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.

**MARKETS/** Kidscreen Summit, Cartoon Forum



**TIPHAINE DE  
RAGUENEIL**

**HEAD OF CHILDREN'S  
& YOUTH ACTIVITIES**

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 155 hours produced with indie prodcos in 2012.

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

France 5 targets preschoolers and is in the market for shows with strong educational content and great adventures. Any show with a new look or design is welcome, and de Ragueneil is always looking for seasonal specials (Christmas, back to school) for the channel.

Since April 2014, France 4 has been the new daytime channel for kids. Every day, from 6:00 a.m. to 6:30 p.m., its mission is to target all ages and to 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 Ragueneil, so shows should reflect that.

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

**MARKETS/** Kidscreen Summit, MIPTV, MIFA, Cartoon Forum, MIPCOM



**CAROLINE  
COCHAUX**

**HEAD OF TV PROGRAMS  
AND BROADCAST  
EXECUTIVE DIRECTOR,  
FRANCE & INTERNATIONAL**

GULLI, CANAL J, TIJI  
AND SANTA CLAUS  
CHANNEL (FRANCE)

**LOOKING FOR/** Lagardère Active’s TV division broadcasts three kids channels, Gulli, Canal J and Tiji, plus a short window for another around Christmas—Santa Claus Channel.

Gulli is the only free DTT kids channel in France and targets four- to 10-year-olds, but its demographic reach can skew younger and older. Any kid should be able to watch programs on the channel at any time, say Cochaux. She is looking for animated and live-action shows based major kids brands that have already been made famous in books, movies, comics, etc. and is open to hearing any pitches that fit that criteria.

For Canal J, which turns 30 in 2015 (it was the first dedicated kids TV channel in France), the goal is to capture the eight to 12 set. Cochaux is after programs (animation and live action) with humor and adventure. When it comes to preschool-targeted Tiji, the emphasis should be on educational, dreamy and fun programming.

**PREFERRED APPROACH/** “Every way is good,” Cochaux says. Producers can contact her team: Mathilde Escamilla ([mathilde.escamilla@lagardere-active.com](mailto:mathilde.escamilla@lagardere-active.com)) for TV movies, Maud Branly ([maud.branly@lagardere-active.com](mailto:maud.branly@lagardere-active.com)) for animation, and Emmanuelle Baril ([emmanuelle.baril@lagardere-active.com](mailto:emmanuelle.baril@lagardere-active.com)) for co-productions.

**MARKET CIRCUIT/** Kidscreen Summit, MIPTV, MIFA, Cartoon Forum, MIPCOM



**KIM WILSON**

**CREATIVE HEAD,  
CHILDREN'S & YOUTH  
PROGRAMMING**

KIDS' CBC  
(CANADA)

**LOOKING FOR/** Wilson is interested in projects in all styles that have been developed with both television and interactive in mind. Currently, the CBC is looking for preschool programming that targets ages two to six. Wilson wants child-centric programs and interactive projects that are highly entertaining and developmentally appropriate to the channel's age target, have clear and well-executed educational goals, promote gender equality, encourage kids to think and do for themselves, are tied to a book or well-established brand, have a unique hook, and reflect Canada's changing demographic.

When it comes to school-aged kids (six to 12), the CBC is looking for light educational content done in a really engaging and creative way (i.e. *Bill Nye the Science Guy*, *Magic School Bus*), pitches with creative financing models (due to the limited financing for this demographic), and strong interactive properties.

Key things to know: Wilson wants to see pitches early in the process and likes to work collaboratively. The projects should also qualify as Canadian content. If you are a writer with an idea, or you are looking for a Canadian indie to work with, she says she would love to help by suggesting companies that may be a match. She will meet one-on-one with producers at CBC headquarters in Toronto, but only once she has reviewed materials and communicated her interest.

**PREFERRED APPROACH/** Email Lisa Cinelli, Children's & Youth Assistant ([lisa.cinelli@cbc.ca](mailto:lisa.cinelli@cbc.ca) or 416-205-7155). Or send by mail to Canadian Broadcasting Corporation, PO Box 500, Station "A", Toronto, Ontario, Canada, M5W 1E6.

**MARKETS/** Kidscreen Summit, Banff World Media Festival, Ottawa Animation Festival



## SEBASTIAN DEBERTIN

HEAD OF FICTION,  
ACQUISITIONS &  
CO-PRODUCTIONS

KIKA  
(GERMANY)

**LOOKING FOR/** KiKA is in the market for animated 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.

**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](mailto: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, Asian Animation Summit



## JULES BORKENT

SVP OF GLOBAL  
ACQUISITIONS &  
INTERNATIONAL  
PROGRAMMING

NICKELODEON

**LOOKING FOR/** Borkent is primarily interested in gender-neutral, character-driven comedies in all genres (preschool, animation, live action). Preschool content should ideally be curriculum-based, but that is not imperative. 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.

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

**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 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](mailto: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



**ANDREW BEECHAM**

**SVP OF  
PROGRAMMING**

**SPROUT (US)**

**LOOKING FOR/** Sprout is always interested in shows that will sit well within its programming blocks—specifically, programs that complement The Good Night Show and The Sunny Side Up Show blocks are always in need. For The Good Night Show, Sprout looks for narrative series that are slightly more gentle than its daytime programming. For The Sunny Side Up Show, series that showcase upbeat tempos, memorable characters and ways of encouraging interaction through new technologies would have an advantage.

**PREFERRED APPROACH/** Either meet Beecham at markets or email his assistant, Bryan O’Connell ([bryan.oconnell@nbcuni.com](mailto:bryan.oconnell@nbcuni.com)).

**MARKET CIRCUIT/** Kidscreen Summit, MIPCOM, SPAA



**FRANK DIETZ**

**HEAD OF ACQUISITIONS  
& CO-PRODUCTIONS**

**SUPER RTL  
(GERMANY)**

**LOOKING FOR/** Super RTL's focus is on animated comedies targeting six- to nine-year-olds. Programs should be gender-neutral and family friendly. The team is looking for character-driven series of at least 52 x 11 minutes. They must have fresh, original concepts with lovable, relatable characters and a big helping of good-spirited humor on both the verbal and visual levels. The channel also prefers series with self-contained episodes.

Editorially, Super RTL looks for shows with the potential to become a long-running series (i.e. with a lot of stories to tell). Classic themes (pirates, detectives or school stories) linked to the everyday life of the target audience, but combined with adventure and humor, tend to work well.

Character-driven storytelling and humor should address girls and boys six to nine, without scaring younger siblings or boring older ones. Dietz is keen to have a strong plot and an inner logic that creates a unique universe, but also set limitations of what can and can't happen within that universe.

**PREFERRED APPROACH/** The best way to approach Super RTL is via email (frank.dietz@superrtl.de, marion.winter@superrtl.de, janine.weigold@superrtl.de). Projects can be at either early concept stage, further developed or already produced. A bible, some storylines, designs, or an animation test, are helpful for projects in an early development phase.

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



**LINDA GRANATH**

**HEAD OF  
ACQUISITIONS,  
CHILDREN**

SVT (SWEDEN)

**LOOKING FOR/** SVT Barnkanalen, Sweden's public broadcaster for children, broadcasts 15 hours a day and targets kids three to 11. It is looking for gender-neutral content, especially animation but also live-action dramas and sitcoms that target six- to 11-year-olds. SVT is specifically looking for shows with strong female characters and great storytelling.

**PREFERRED APPROACH/** Via e-mail at [linda.granath@svt.se](mailto:linda.granath@svt.se). The project should have a bible, synopsis, trailer and a few scripts ready.

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



**CAROLE  
BONNEAU**

**VP, FRENCH-  
LANGUAGE  
PROGRAMMING**

**TÉLÉTOON AND TÉLÉTOON  
RETRO, CONTENT  
ACQUISITION, CORUS MÉDIA  
(CANADA)**

**LOOKING FOR/** Bonneau says that Télétoon is looking for properties that deliver “a totally unreal entertainment experience that upholds the principles of imagination, brings on the awesome and dials up the laughs... all served with a side order of random. Télétoon is the destination for animation.”

The channel’s target demographic is kids six to 11, skewed toward the 10-year-old boy, but it still remains girl-inclusive. Comedy is the driver at Télétoon. The channel looks for primetime comedy with a relevance in the French Quebec market. It has to be character-driven with a strong hook that speaks to pre-adolescent boys (and girls). Mind-blowing absurdity, random humor and all-out physical gags are all great for this audience. Properties should be fun, engaging and portable across digital platforms.

**PREFERRED APPROACH/** Send Dominique Dussault an email ([dominique.dussault@corusmedia.com](mailto:dominique.dussault@corusmedia.com)) with a short synopsis and a picture, if available.

**MARKETS/** Kidscreen Summit, MIPTV, MIPCOM, NATPE, Annecy



## YANN LABASQUE

DIRECTOR OF YOUTH  
PROGRAMS

TF1 (FRANCE)

**LOOKING FOR/** For TF1's Tfou youth block, 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, this year TF1 will premiere several new series, including *Heidi* (Studio 100 Animation, 39 x 26 minutes), *Zoom the White Dolphin* (Media Valley/Marzipan Films, 52 x 13 minutes), *Mini-Ninjas* (TF1 Production, 52 x 13 minutes) and *LadyBug* (Zagtoon, 26 x 26 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 send their materials directly ([ylabasque@tf1.fr](mailto:ylabasque@tf1.fr)).

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



**CECILIA  
PERSSON**

**VP OF ACQUISITIONS & CO-  
PRODUCTIONS, EMEA &  
INTERNATIONAL TURNER (EMEA)**

TURNER  
(EMEA)



**PATRICIA  
HIDALGO**

**SVP, CHIEF CONTENT &  
CREATIVE OFFICER, EMEA**

TURNER  
(EMEA)

## Cartoon Network

**LOOKING FOR/** Primarily 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 lineup 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/** 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, The Children's Media Conference, LIMA, MIPCOM



**PATRICIA  
ELLINGSON**

**CREATIVE HEAD,  
CHILDREN'S &  
PARENT 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 six- to nine-year-olds. Live-action reality or drama is of high interest, along with games, apps and other interactive content. 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.

**PREFERRED APPROACH/** Producers interested in pitching TVO must email Ellingson ([pellingson@tvo.org](mailto:pellingson@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 1,200 hours of children’s programming per year, targeting kids two to 10. Roughly 60% 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](mailto: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 and a few scripts.

**MARKET CIRCUIT/** Kidscreen Summit, MIPTV, Annecy, Children’s Media Conference, Cartoon Forum, MIPCOM

# kidscreen

GLOBAL PITCH GUIDE 2015

www.kidscreen.com

## VP & PUBLISHER

**Jocelyn Christie**  
jchristie@brunico.com

## EDITORIAL

**Lana Castleman** Editor & Content Director  
lcastleman@brunico.com

**Jeremy Dickson** Features Editor  
jdickson@brunico.com

**Daniela Fisher** Online Writer  
dfisher@brunico.com

**BUSINESS DEVELOPMENT  
AND ADVERTISING SALES**  
(416) 408-2300, 1-800-KID-4512

**Myles Hobbs** Associate Publisher  
mhobbs@brunico.com

**Nelson Huynh** Account Manager  
nhuynh@brunico.com

**Grace Li** Marketing Coordinator  
gli@brunico.com

## CREATIVE

Creative Manager **Andrew Glowala**  
aglowala@brunico.com

Junior Art Director **Kate Whelan**  
kwhelan@brunico.com

Production/Distribution Manager **Robert Lines**  
rlines@brunico.com

## AUDIENCE SERVICES

Director of Audience Services and Production  
**Jennifer Colvin** jcolvin@brunico.com

## CORPORATE

President & CEO **Russell Goldstein**  
rgoldstein@brunico.com

VP & Editorial Director **Mary Maddever**  
mmaddever@brunico.com

VP of Finance & Administration **Linda Lovegrove**  
llovegrove@brunico.com

VP & Chief Information Officer **Omri Tintpulver**  
otintpulver@brunico.com

VP & Realscreen Publisher **Claire Macdonald**  
cmacdonald@brunico.com

## Customer care

To order a subscription visit [www.kidscreen.com/subscribe](http://www.kidscreen.com/subscribe)  
To make a change to an existing subscription,  
please contact us by e-mail:  
kidscreencustomer@brunico.com  
Fax: 416.408.0249 Tel: 416.408.2448

## Subscription rates

Kidscreen is published 7 times per year by  
Brunico Communications Ltd.  
In the US: One year US\$89.00 Two years US\$159.00  
Single copy price in the US is US\$7.95. Please allow four  
weeks for new subscriptions and address changes.

## Postmaster Notification

U.S. Postmaster, send undeliverables and address changes to:  
Kidscreen PO BOX 1103  
Niagara Falls NY 14304

Canadian Postmaster, send undeliverables  
and address changes to:

Kidscreen PO Box 369, Beeton ON L0G 1A0  
Printed in Canada. Canada Post Agreement No. 40050265.  
ISSN number 1205-7746

Opinion columns appearing in *Kidscreen* do not necessarily reflect the views of the magazine or its parent company Brunico Communications Ltd. All letters sent to *Kidscreen* or its editors are assumed intended for publication. *Kidscreen* invites editorial comment, but accepts no responsibility for its loss, damage or destruction, howsoever arising, while in its offices, in transit or elsewhere. All material to be returned must be accompanied by a self-addressed, stamped envelope. Nothing may be reproduced in whole or in part without the written permission of the publisher. © Brunico Communications Ltd. 2015

® *Kidscreen* is a registered trademark of  
Brunico Communications Ltd.