

kidscreen
GLOBAL
pitch guide

2019
edition

LIBBIE DOHERTY

Head of Children's Content
ABC Australia



LOOKING FOR

ABC Australia is looking for pitches for ABC KIDS (ages two to six) and ABC ME (ages six to 12), as well as for online, interactive and mobile offerings including the on-demand iView platform. Recent commissions include Australian dramas (*Mustangs FC*, *The Unlisted*, *Itch*, *First Day*), animation (*Bluey*, *The Deep*, *Little J & Big Cuz*), factual entertainment (*Teenage Boss*, *My Year 7 Life*) and comedies (*The InBestigators*, *Hardball*).

Doherty encourages producers to incorporate new voices for authenticity and diversity. ABC is looking for fresh ideas in comedy, factual, drama and animation that connect Australian children with the world.

PREFERRED APPROACH

Co-commissions: Australian producers need to be attached and all proposals submitted to co-production manager Amanda Isdale (isdale.amanda@abc.net.au).

Acquisitions: Programs for acquisition can be submitted via email to childrens.acquisitions@abc.net.au.

MARKET CIRCUIT

Kidscreen Summit, MIPCOM, Asian Animation Summit

ARIK KERMAN

EVP, Programming & Digital
BabyTV (US)



LOOKING FOR

In 2019, BabyFirst is interested in acquiring character-driven, 3D-animated series that have clear educational and entertainment value, and target the net's core viewers (six months to three years old). The network is also looking to cooperate with content creators on YouTube and other non-linear platforms.

PREFERRED APPROACH

For acquisitions, send Kerman an email (akerman@bf-tv.com). Producers should 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

HENRIETTA HURFORD-JONES

Director, Children's Content & Editorial
BBC Studios (UK)



LOOKING FOR

BBC Studios is looking for all types of animation and live-action programming, with a focus on series that can be exploited for global distribution across all media.

In the preschool animation area, Hurford-Jones is looking to commission and creatively partner on shows that use comedy to drive storytelling. BBC Studios also looks at preschool live-action content that embodies CBeebies values like trust and encourages learning through play. BBC Studios is seeking projects that are relevant to children in all global markets.

In the six-plus age group, Hurford-Jones is open to all genres and formats. She says BBC Studios considers a project's commercial potential and how it will stand up against different territories' locally produced programming. The team is happy to consider work at an early concept stage, as well as projects that have been further developed.

PREFERRED APPROACH

Email Hurford-Jones (henrietta.hurford-jones@bbc.com), providing a brief introduction to your project and any associated materials that are available.

Producers can also contact Nathan Waddington (nathan.waddington@bbc.com) and Liz Randall (liz.randall@bbc.com) for further details.

MARKET CIRCUIT

Kidscreen Summit, MIPTV, Children's Media Conference, Cartoon Forum, MIPCOM, Asian Animation Summit

ADINA PITT

VP, Content Acquisitions & Co-Productions
Cartoon Network, Boomerang (US)



LOOKING FOR

Pitt is open to hearing pitches for a variety of genres and formats (but no live action, please) targeting kids six to 11 for Cartoon Network, as well as the four-to-seven set for Boomerang.

PREFERRED APPROACH

Email Pitt (adina.pitt@turner.com), copying Robin Duffy (robin.duffy@turner.com) on all correspondence.

MARKET CIRCUIT

NATPE, Kidscreen Summit, MIPTV, Annecy, MIPCOM

CHERYL TAYLOR

Head of Content, BBC Children's
CBBC (UK)



LOOKING FOR

The CBBC platforms are looking for ideas for kids six to 12 across all genres, with a clear audience need as the starting point and a focus on shows that shine a light on the diverse lives of its audience. Taylor notes the team is well-served with quality pitches, meaning only the most distinctive new ideas will be considered.

Taylor is looking for original formats featuring characters that are inspiring role models on thrilling but relatable journeys. She names *Deadly Dinos*, *The Worst Witch*, *Operation Ouch!*, *Danger Mouse*, *My Life*, *The Dog Ate My Homework*, *Newsround*, *Blue Peter*, *Horrible Histories*, *Secret Life of Boys*, *So Awkward*, *The Dumping Group*, *Joe All Alone*, *Katie Creeped Out* and *Jamie Johnson* as standout titles.

Additional considerations include how the team would build a marketing campaign around the idea, whether or not the audience will be talking about it on the playground, and whether it will serve CBBC's public service remit.

PREFERRED APPROACH

The team can be contacted, and additional details can be found, through the BBC commissioning website (bbc.co.uk/commissioning/tv/articles/cbbc-platforms).

MARIE MCCANN

Senior Director, Children's Content
CBC Kids (Canada)



LOOKING FOR

CBC Kids is looking for content that speaks with a voice that is authentic and reflects the diversity of Canadian culture, geography and the country's place in the world. Content should appeal to all genders and embrace a variety of genres, including animation, live action, scripted and informational. McCann notes that the CBC is not interested in content that features commercial messaging, talks down to audiences or promotes negativity, violence, harmful body images or stereotypes.

When it comes to television, producers should pitch originals and acquisitions that reach from preschool up to eight years old. For digital, the focus is on original programming targeting kids nine to 13. On CBC Gem, it's about acquisitions that speak to preschoolers up to teens.

McCann notes that, as Canada's national broadcaster, CBC favors Canadian content, but also welcomes partnerships with foreign companies that can work with Canadian producers.

PREFERRED APPROACH

The team can be contacted through email (kidspitch@cbc.ca).

MARKET CIRCUIT Kidscreen Summit, Banff World Media Festival, Ottawa International Animation Festival, Cartoon Connection (Quebec), MIPCOM. Also happy to meet with producers in person if they're in Toronto.

CHERYL TAYLOR

Head of Content, BBC Children's
CBeebies (UK)



LOOKING FOR

CBeebies commissions both live action and animation; all formats and fiction should feature high-quality production values and engage a wide audience. Taylor stresses that the platform's content needs to connect with and delight the very youngest audiences, and feature fun, relatable experiences that help children explore, learn and grow.

Taylor says she is currently extremely well-served on CBeebies with a range of top-notch ideas across all genres, and only the most distinctive pitches will find a home. She notes that CBeebies is committed to amplifying its key brands with satisfying and age-appropriate experiences on newer platforms, meaning any ideas must provide multiple touch points for a smitten audience.

Taylor points to *Molly and Mack*, *Something Special*, *Go Jetters*, *Bitz & Bob*, *Swashbuckle*, *Andy's Safari*, *Twirlywoos*, *Hey Duggee*, *Numberblocks*, *Pablo*, *Do You Know* and *Catie's Amazing Machines* as standout titles.

PREFERRED APPROACH

The team can be contacted, and additional details can be found, through the BBC commissioning website (bbc.co.uk/commissioning/tv/articles/cbeebies).

MASSIMO BRUNO

Head of TV Channels
De Agostini Editore (Italy)



LOOKING FOR

De Agostini Editore is looking for IPs that can work across all demos in both animation and live action. That could include international co-production partners for animation, live-action sitcoms and/or telenovelas for teens and tweens.

Before pitching the independent, multiplatform network, Bruno suggests that producers and distributors familiarize themselves with the editorial needs of each specific De Agostini Editore channel. 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, meanwhile, targets ages six to nine with a careful balance between entertainment and education. An entertainment channel for kids six to 12, Super! is designed to deliver a 'TV Everywhere' experience on all screens, with each different device playing a unique role for the core target. (Super! is part of the joint-venture agreement between De Agostini Editore and Viacom International Media Networks Italia.)

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 (property.digital@deagostini.it).

MARKET CIRCUIT

Kidscreen Summit, MIPTV, Annecy, Le Rendez-Vous, Cartoon Forum, MIPCOM

ANGELA RECIO SONDON

Vice President
Discovery Family Channel (US)



LOOKING FOR

Discovery Family is all about unscripted from 5 p.m. onwards, with an emphasis on family-inclusive content. Current daytime programming standouts come from Discovery's joint-venture with Hasbro, including *My Little Pony: Friendship is Magic*, *Littlest Pet Shop: A World of Our Own* and *Transformers Rescue Bots*.

Increasing viewership on the Discovery Family GO app is a focus for the network in 2019. "We're interested in digital series that will complement our robust catalogue of animated and live-action family programming," notes Recio Sondón.

PREFERRED APPROACH

Submit pitches and proposals via the Producer's Portal (producers.discovery.com).

MARKET CIRCUIT

Kidscreen Summit

EMILY HART

VP, Original Programming
Disney Channels Worldwide



LOOKING FOR

Disney Channel is looking for projects targeting six- to 11-year-olds.

ALYSSA SAPRE

VP, Original Programming
Disney Channels Worldwide



PREFERRED APPROACH

Disney does not accept unsolicited materials. Please submit materials through a franchised agent or a recognized entertainment attorney to: Katherine Walsh, Disney Channels Worldwide, 3800 West Alameda Avenue, Suite 1630, Burbank, CA 91505.

MARKET CIRCUIT

Kidscreen Summit, Cartoon Forum

JOE D'AMBROSIA

SVP, Original Programming
Disney Junior (US)



LOOKING FOR

Disney Junior is looking for animated and character-driven stories with a touch of Disney magic. The target demographic is kids ages 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

CAROLINE COCHAUX

CEO
Gulli (France)



LOOKING FOR

Gulli is looking for content for children ages four to 10, with very different focuses for its various blocks. Gullidoo caters to the youngest audience members, Gulli Go targets boys, Gulli Pop focuses on girls, GulliGood features comedy, and Gulli Toon is the home of family-targeted animation. Gulli also owns several pay-TV channels. In France, it has TiJi (searching for mixed preschool content for three- to six-year-olds) and Canal J (in need of action and comedy for boys six to 12).

In Russia, there's Gulli Girl (looking for live-action and animated series) and TiJi Russia (on the hunt for preschool content). Gulli is also searching for kids content made in Africa for Gulli AFRICA and for Arabic content for Gulli Bil Arabi (Middle East and North Africa). Cochaux says Gulli is also always looking for content already dubbed in Russian or Arabic languages.

PREFERRED APPROACH

The best approach is to send a description of the program to Maud Branly (maud.branly@lagardere-active.com).

MARKET CIRCUIT

Kidscreen Summit, MIPTV, MIPCOM

DARREN NARTEY

Program Acquisitions Executive, Broadcast
ITV (UK)



LOOKING FOR

ITV's kids service, CITV, is aimed at children ages six to 12. The channel is looking to enhance its inventory with more scripted live-action content (all genres) and strong comedy animation that appeals to boys. Key CITV series include *Spy School*, *Thunderbirds are Go* and *Mr Bean: The Animated Series*.

littleBe is a new dedicated preschool block on ITVBe, targeting children ages two to four. ITV's home for younger viewers, the block is looking to acquire a range of gender-neutral animated and live-action programs.

PREFERRED APPROACH

For acquisitions and pre-buys, contact Darren Nartey (darren.narte@itv.com).

Producers interested in pitching original ideas for kids can send an email to Paul Mortimer (paul.mortimer@itv.com) or any of the commissioning editors in the relevant ITV genre teams.

MARKET CIRCUIT

Kidscreen Summit, MIPTV, Children's Media Conference, MIPCOM

SEBASTIAN DEBERTIN

Head of Fiction, Acquisitions & Co-Productions
KiKA (Germany)



LOOKING FOR

KiKA is looking 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.

Recent co-productions include preschool shows *Lily's Driftwood Bay*, *Nelly & Nora* and *Animanimals*, as well as six-to-nine shows *Tib & Tumtum*, *Blinky Bill*, *The Insectibles*, *Mystery Museum* and *The Smurfs*.

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, Erfurt, Germany 99094.

MARKET CIRCUIT

Kidscreen Summit, Rio Content Market, MIPTV, Cartoon Movie, Cartoon Forum, MIPCOM, SPAA

MICHELE PARIS

Senior Program Manager
Knowledge Network (Canada)



LOOKING FOR

An educational public broadcaster based in British Columbia, Canada, Knowledge Network's content is grounded in literacy, science and arts concepts and themes of diversity, teamwork and empathy. While the Knowledge Kids block serves children ages two to eight, the current priority is on securing programming for an upper preschool demographic of four- to six-year-olds.

Preference is for animated series with a minimum of 26 or 52 episodes and there is also a need for high-volume interstitial shorts between three and seven minutes in length. Pre-buys are largely reserved for Canadian-content productions and international co-productions. However, Knowledge Network does make several non-Canadian acquisitions each year based on available slots. As a regional channel, Knowledge Network often pre-licenses children's programming in collaboration with other English- or French-language regional broadcasters in Canada.

PREFERRED APPROACH

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

MARKET CIRCUIT

Kidscreen Summit, MIPCOM

JULES BORKENT

EVP, Content & Network Management
Nickelodeon (US)



LOOKING FOR

Nickelodeon is interested in gender-neutral preschool content told from the kid's point of view; it can be animated or live-action, as well as long- or short-form. Nick is interested in 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 and on different platforms.

PREFERRED APPROACH

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

MARKET CIRCUIT

NATPE, Kidscreen Summit, MIPTV, Rio Content Market, Annecy, MIPCOM

HEDDA BRUESSING

Head of Media Business
NTR (Netherlands)



LOOKING FOR

The Dutch public broadcaster produces, co-produces and commissions original and distinguishing content for kids in the two-to-12 demo. NTR is especially interested in co-producing live-action, knowledge, science and history projects. It is open to collaborating with experienced producers and broadcasters on high-quality international kids formats.

PREFERRED APPROACH

Send your pitch or a message to introduce yourself in a short email (hedda.bruessing@ntr.nl).

MARKET CIRCUIT

Kidscreen Summit, MIPTV, MIPCOM

LINDA SIMENSKY

VP, Children's Programming
PBS KIDS (US)



LOOKING FOR

American public broadcaster PBS is open to considering any curriculum-based series that plays to its target audiences—kids ages 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 types of shows skew extremely young.

Tying a show to an educational curriculum is crucial for PBS. Every project it works on must also integrate on-air, online and mobile content and will be distributed on 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 and mailing address before sending pitch materials to her.

MARKET CIRCUIT

Kidscreen Summit, Ottawa International Animation Festival

SARAH MULLER

VP, Children's & Youth Programming
Sony Pictures Television (Western Europe)



LOOKING FOR

Sony Kids (Western Europe) consists of POP, Tiny Pop and Pop Max—a UK-based network of free-to-air channels and branded digital platforms.

POP UK targets boys and girls, with a six-to-nine sweet spot. The channel is currently experiencing success with *Power Rangers*, *Miraculous: Tales of Ladybug & Cat Noir*, *Pokémon*, *Grizzy & The Lemmings* and *Alvin!!! and the Chipmunks*. High-volume series of at least 52 x 11 minutes are ideal, but the team is also actively looking for movies and specials, plus any additional content that can be used on its digital platforms. First-run content—particularly comedy and live action—will be the focus in 2019.

Tiny Pop is Sony's upper preschool offering, aimed at four- to six-year-olds. Currently performing well on the channel are *PJ Masks*, *Super Wings*, *Zafari* and *My Little Pony*. Sony is always on the lookout for seasonal specials and movies, which work really well for a young audience. Titles that offer additional assets like games and activities are also of interest. Tiny Pop seeks to entertain and inform,

but it is not intended as an educational channel.

Pop Max is Sony's boy-skewing comedy channel aimed at six- to 11-year-olds. Current successes include *Nate is Late*, *Talking Tom* and *Friends*, *Counterfeit Cat* and *Power Rangers* (library series). High adventure and strong comedy animation are of interest, as is live action, especially game shows and factual entertainment.

PREFERRED APPROACH

Please submit materials to Muller by email (sarah_muller@spe.sony.com).

MARKET CIRCUIT

Kidscreen Summit, Children's Media Conference, MIPCOM

MARION WINTER

Senior Manager, Program
Acquisitions & Co-Productions
Super RTL (Germany)



KERSTIN VIEHBACH

Team Leader,
Editorial Department, Fiction
Super RTL (Germany)



FRANK DIETZ

Deputy Program Director and Head
of Acquisitions & Co-Productions
Super RTL (Germany)



LOOKING FOR

Super RTL is looking for children's content for a target group that ranges from three to 13. In the morning, the channel entertains preschoolers ages three to six. And during the day, it focuses on six- to nine-year-olds.

The network 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 be inspired by every day. Since German parents often own the remote control, content should meet parents' approval, without being purely educational or curriculum-based.

Super RTL is interested in comedy-driven series, with humor on both the verbal and visual levels, as well as concepts that are more adventure-focused. "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," notes Viehbach.

Super RTL mainly broadcasts animated series, both 2D and CGI, and content should be gender-neutral and family-friendly. For primetime, Super RTL acquires high-concept animation feature films appropriate for the whole family. Additionally, the channel is active in multimedia, so series content should be exploitable on various platforms. Required elements include being easy to adapt for the German-speaking market, and the ability to surprise and engage kids on a frequent basis.

PREFERRED APPROACH

The best way to approach Super RTL is via email (lektorat@superrtl.de). Projects can be at concept stage, further developed or already produced, and the team will give feedback on each submitted title.

MARKET CIRCUIT

Kidscreen Summit, Annecy, Cartoon Forum, Cartoon Movie, MIPCOM, Asian Animation Summit, ATF

PONTUS TORPVRET

Head of Acquisitions, Children
SVT (Sweden)



LOOKING FOR

SVT Barnkanalen, Sweden's public service broadcaster for children, airs 15 hours a day and targets kids ages one to 12. It is currently looking for live-action dramas, as well as comedy-driven animation and sitcoms targeting seven- to 12-year-olds. SVT is specifically looking for shows with strong female characters and great storytelling.

PREFERRED APPROACH

The team can be approached via email (pontus.torpvret@svt.se, helena.nylander@svt.se or linda.granath@svt.se). Projects—shows ready to deliver or, on rare occasions, pre-buys—should have at least a bible, synopsis, trailer and a few scripts ready.

MARKET CIRCUIT

Kidscreen Summit, MIPTV, Annecy, Cartoon Forum, Children's Media Conference, MIPCOM

YANN LABASQUE

Head of Children's Programs
TF1 (France)



LOOKING FOR

TF1 is looking for gender-neutral programs with a four- to 10-year-old target in mind. The channel has a strong appetite for comedy and relatable characters.

As an indicator of what it's after, in the 2018/2019 season, TF1 has premiered or will premiere new series including *Miraculous: The Adventures of Ladybug and Cat Noir*, *Wolf*, *Marblegen*, *Ernest & Rebecca* and *Top Wing*.

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 email their materials directly to him (ylabasque@tf1.fr).

MARKET CIRCUIT

Kidscreen Summit, MIPTV, Annecy, Cartoon Forum, MIPCOM

CECILIA PERSSON

VP of Programming, Content Strategy,
Acquisitions & Co-Productions, EMEA Kids
Turner EMEA



LOOKING FOR

Cartoon Network is primarily looking for comedy and action-adventure animated series for kids six to 12, with a boy skew. Shows should feature humor that is universally appealing and girl-inclusive.

Boomerang is on the lookout for gender-neutral comedy animation for kids four to seven that can complement an existing slate of much-loved classics and world-renowned characters. 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.

Turner operates four Boing channels across the region—in Italy, France, Spain and English-speaking Africa. Boing is aimed at kids seven-plus and their families, and co-viewing is habitual. The channel has a varied schedule, and its programming team is looking for live action (both dramas and comedies), telenovelas, game show formats and animated comedies that appeal to boys and girls alike.

PREFERRED APPROACH

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

MARKET CIRCUIT

Kidscreen Summit, MIPTV, Children's Media Conference, Brand Licensing Europe, MIPCOM

MARNEY MALABAR

Director, Kids TV
TVOKids (Canada)



LOOKING FOR

TVO is interested in acquisitions, pre-buys and co-productions, with a particular focus on live action for preschoolers, as well as comedy with a purpose. Interactive DM content and HTML5 games that connect to the property and extend the learning objectives are also of interest.

Co-productions are developed and produced for all genres with learning objectives connecting to the Ontario Primary Grade curriculum in order to satisfy the channel's mandate.

PREFERRED APPROACH

Producers interested in pitching to 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, Cartoon Connection (Quebec)

VIRVE “VICKY” SCHRODERUS

Acquisitions Executive
YLE (Finland)



LOOKING FOR

Finnish-language YLE TV2 and Swedish-language Fem air more than 1,300 hours of children's programming per year, targeting kids ages two to 13. Additionally, 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 looking for innovative, high-quality toons. Animation pitches should provide for multiplatform content.

For preschoolers, stories should have educational value in addition to being fun to watch. For kids seven to 10, animated comedy and adventure are the key elements.

PREFERRED APPROACH

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

MARKET CIRCUIT

Kidscreen Summit, MIPTV, Annecy, Children's Media Conference, Cartoon Forum, MIPCOM