

PRESS RELEASE

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Mediametrie



Kids TV Report

Kids love TV, any way!

“ The children’s market, like the TV market in general, is evolving and adapting to changes in behavior and new viewing habits. Thanks to new platforms, children have never watched as much TV ” notes Johanna Karsenty, Kids’ Research Manager at Eurodata TV Worldwide, on the publication of the first volume of the 2013 Kids TV Report.

Variations in daily viewing time

Over the first semester of 2013, children’s TV consumption in Europe (France, Germany, Italy, Spain and the United Kingdom) reached 2 hours and 14 minutes per day on average, an increase of 5 minutes a day over the past five years.

This semester children in Italy and Germany increased their TV viewing in comparison to 2012. These were the only countries, however, in which viewing times grew. Young Italians are the most enthusiastic TV viewers across the five countries featured in the report, even increasing their viewing by seven minutes a day compared to the previous year, bringing their time spent in front of the small screen to 2 hours and 49 minutes per day. German children were those to watch the least TV among the countries studied, but they increased their TV consumption by two minutes a day since 2012 to reach 1 hour 33 minutes.

Animation still on top

Among the wide variety of children’s shows on offer, animation still holds a special place in children’s affections, representing more than 60% of the titles appearing in the national top 20 rankings. Meanwhile, live action series consolidated their popularity and non-fiction dominated the ranking in the UK.

Children in France, Italy and Spain particularly enjoyed US modern classics such as **SpongeBob Squarepants** (TF1, Boing, Clan), **The Penguins of Madagascar** (Boing, Clan) and **Dora The Explorer** (TF1, Clan). French kids also appreciated retro fare such as **Tom & Jerry**, **Tweety & Sylvester** (both on France 3) and the revamp of **Les Mystérieuses Cités d’Or** (TF1).

PRESS RELEASE

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In terms of live action shows, **Violetta**, Disney's hit telenovela, continued to perform well in both Italy (Rai Gulp) and Spain (Disney Channel). Another recent production, the BBC/ZDF copro **Wolfblood** entered the ranking in seventh place in Spain among children 4-12 (Disney Channel).

The proportion of factual and entertainment kids' shows present in the top rankings was up on average compared to last semester. The UK stands out in terms of non-fiction kids' programming, which took twelve of the places in the national top 20 shows, led by three new entries: **Officially Amazing**, **Marrying Mum and Dad** and **Disaster Chefs** (all CBBC). These series are carried by CBeebies and CBBC, the children's channels of the BBC, which since the beginning of the year have been the only channels of the corporation to air kids' programs. This strategy, already seen in other countries, helped CBeebies to increase its market share by 1.9 points among children 4-6.

New-comers make their mark

Web giants understand that children represent the consumers of tomorrow. Amazon, Hulu, iTunes, Netflix and Samsung all offer children's programs, both exclusives and properties that have already proven themselves on traditional broadcast nets.

The arrival of these actors on the market signals fresh opportunities, as new and traditional media seek allies to offer their programming across different screens and platforms. Netflix, one of the biggest OTT platforms has signed a deal with Dreamworks, while Amazon has established a partnership with Nickelodeon. This wide diffusion of contents multiplies the number of contacts and deepens the link with the young viewer.

Find out more about this report as well as our range of thematic studies including scripted series, entertainment, cinema and sport on television by contacting the Eurodata TV Worldwide team or by visiting us during the MIP Junior and MIPCOM 2013 at our booth #0610.

PRESS RELEASE

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About Eurodata TV Worldwide

Created by Médiamétrie, Eurodata TV Worldwide analyses and distributes programming and audience information, based on its partnership with the national institutes operating people meter systems throughout the world. Today, Eurodata TV Worldwide's database contains more than 5500 channels in more than 100 countries and provides an exhaustive amount of daily program information including: content, production, international distribution and the audience levels for targeted programs, all data emanating directly from the relevant authorized institute based in each country around the world. These data provide a range of services which help in the decision-making process of international professionals within the audio-visual world like producers, distributors, broadcasters, copyright organisations, sponsors, etc.

Web : www.eurodatatv.com

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About Médiamétrie

The industry leader in media research, Médiamétrie observes, measures and analyses audience behaviour and market trends. Created in 1985, Médiamétrie is expanding its activities in television, radio, the internet, film, mobile phones, and the cross-media sector in France and abroad.

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