

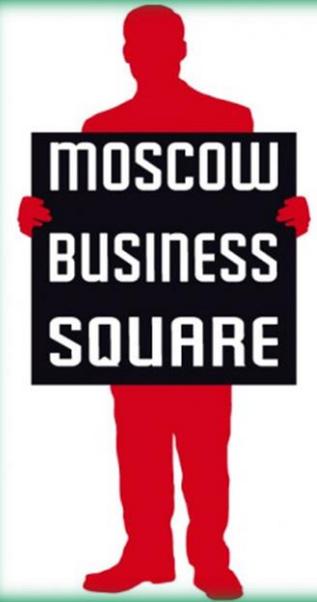
DAY OF ANIMATION

Monday, June 23rd

11:00 – 12:00

Business breakfast:

Structure of export and import of animation content to different territories and its usage on different platforms



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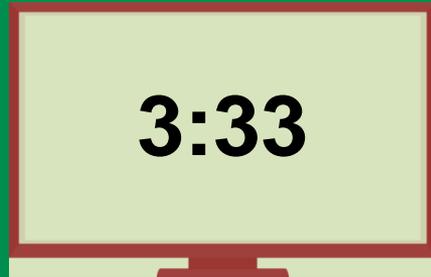
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How much do they watch?

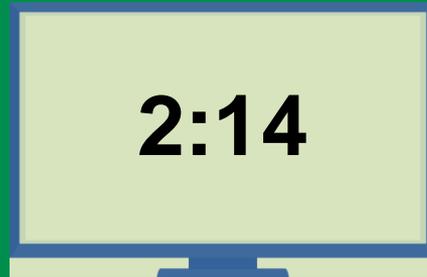
- An ever increasing choice of content, screens and platforms
- The average time that children spend watching TV seems to be stabilising.
- The competition between local children's channels and their international competitors is fiercer than ever.

Taking figures from the latest edition of the **Kids TV Report**, this exclusive whitepaper is brought to you by **Eurodata TV Worldwide**.

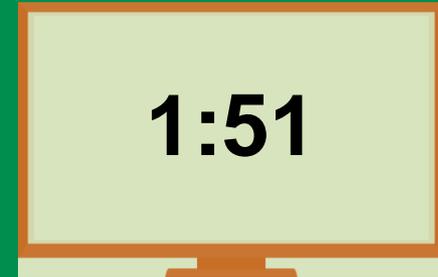
Children's Average Daily Viewing Time



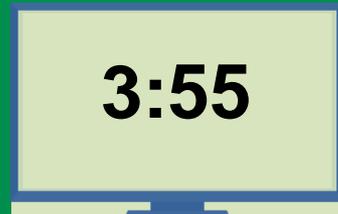
North America



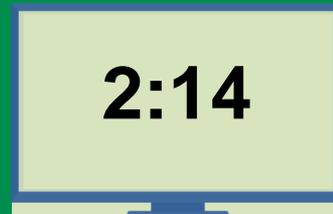
Europe



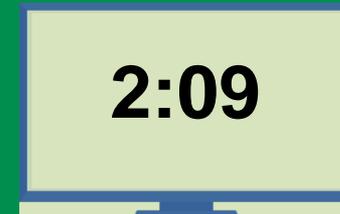
Australia



Portugal

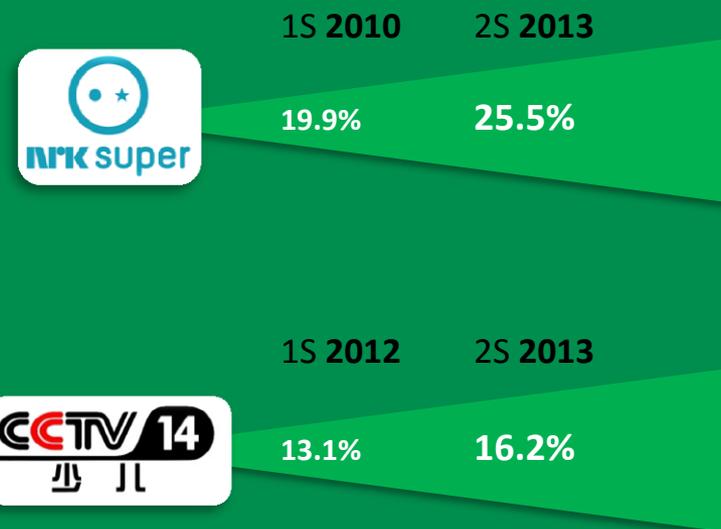


Italy



France

Continued growth of dedicated children's channels



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Local youth channels on top

#1 children's channel by market

(July-December 2013)



Children



Australia



Denmark



France



Malaysia



Spain



Preschool



Canada



Germany



Finland



Italy



UK

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Movies: the success of animated feature films on TV



Best performing genre in the Top 10 all programs

Despicable Me performance over the semester January-June 2013

- 7th best performing program on children 4-15
- Attracting 1 140 000 children 4-15 for a 43.8% share



Madagascar: Escape 2 Africa's success on TV

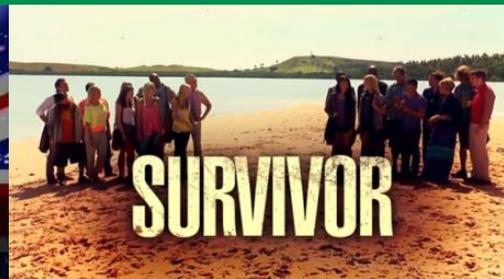
- Best performing program on children 4-14 in the Czech Republic (a share of 67.2%)
- 3rd best performing program on children 4-15 in Russia

Entertainment : Children love music and adventures

Events 6.6%
Sport 10.0%
Fictions 14.0%
Kids' shows 16.7%
Entertainment 22.0%
Movies 30.7%

Children's love of entertainment: the creation of **The Voice Kids**

- **In the top 10 broadcasts** of the semester among children in Germany (Sat.1) and the Netherlands (RTL4)
- **Market share of 80.2%** among 6-12s.



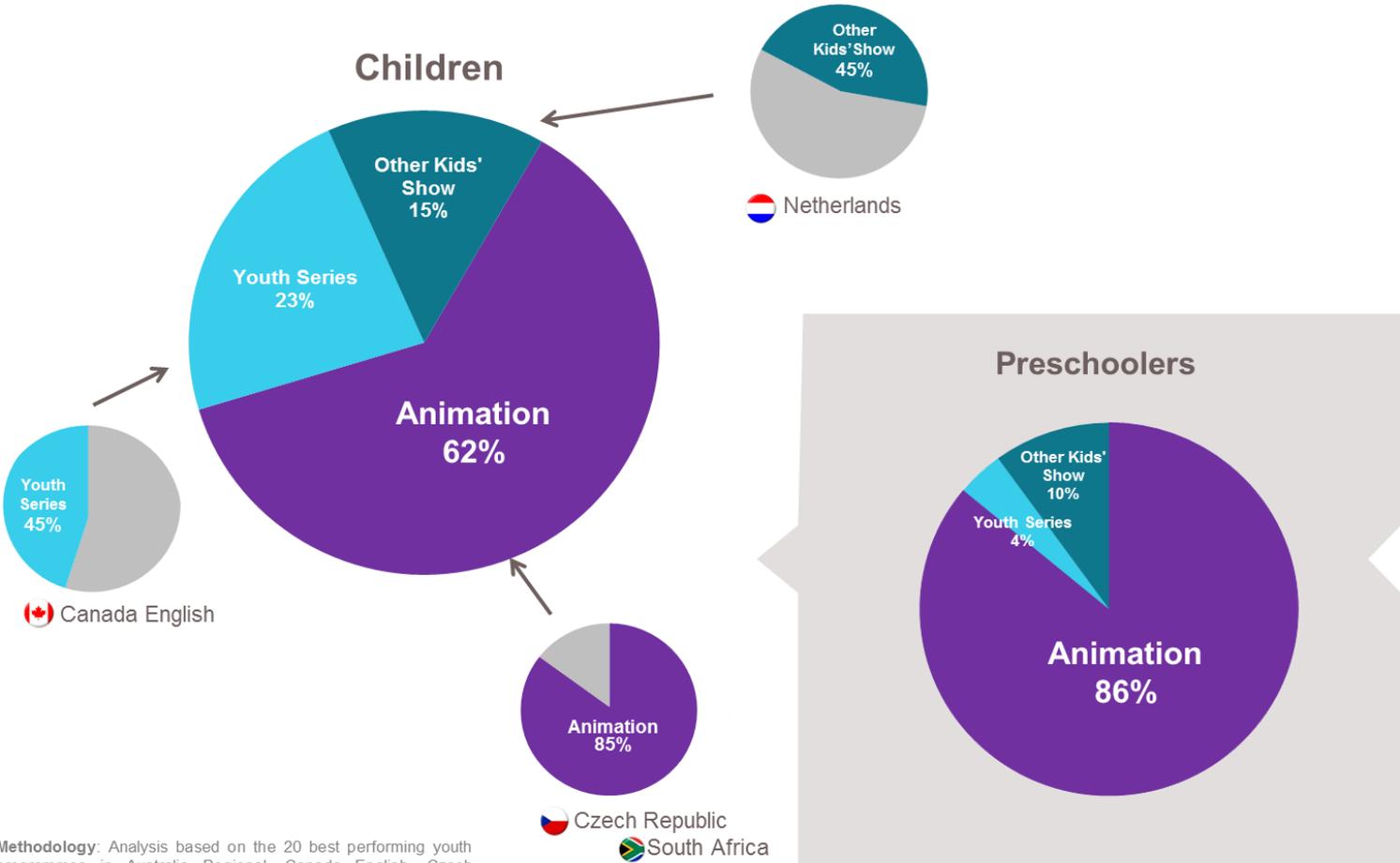
Best performing genre in the Top 10 all programs

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Top genres conditioned by the offer



Methodology: Analysis based on the 20 best performing youth programmes in Australia Regional, Canada English, Czech Republic, France, Germany, Italy, Israel, Netherlands, Poland, Portugal, Russia, South Africa, Spain, United Kingdom and United States (January – June 2013)

Youth Series: Refresh, Rewind

In live action youth series, broadcasters have been sticking to tried and tested formulae this year, with some successful launches for spin offs, as well as other titles making the most of established trends.



Power Rangers



Sam & Cat



Chica Vampiro



Dani's Castle

Mixing learning and fun

Looking away from fiction, **northern Europe continues to lead the way in terms of factual and entertainment kids' formats**, with cookery and science two of the most popular themes.



Officially Amazing
(CBBC, UK)



CupCakeCup
(Nederland 3, The Netherlands)



TFouLab (TF1, France)

Content without borders

Exclusive content from new players



1997

More than **40 countries**: North and South America, Europe (Denmark, Finland, Ireland, the Netherlands, Norway, Sweden and the United Kingdom)

Partnership: Disney / dreamworks Animation / Time Warner



TurboFAST



Star Wars: The Clone Wars



2006

United States, United Kingdom, Germany and Japan

Partnership: Viacom / Nickelodeon



Tumble Leaf



Creative Galaxy

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Some points to take away



Fluctuation of daily viewing times



Local children's channels vs international channels

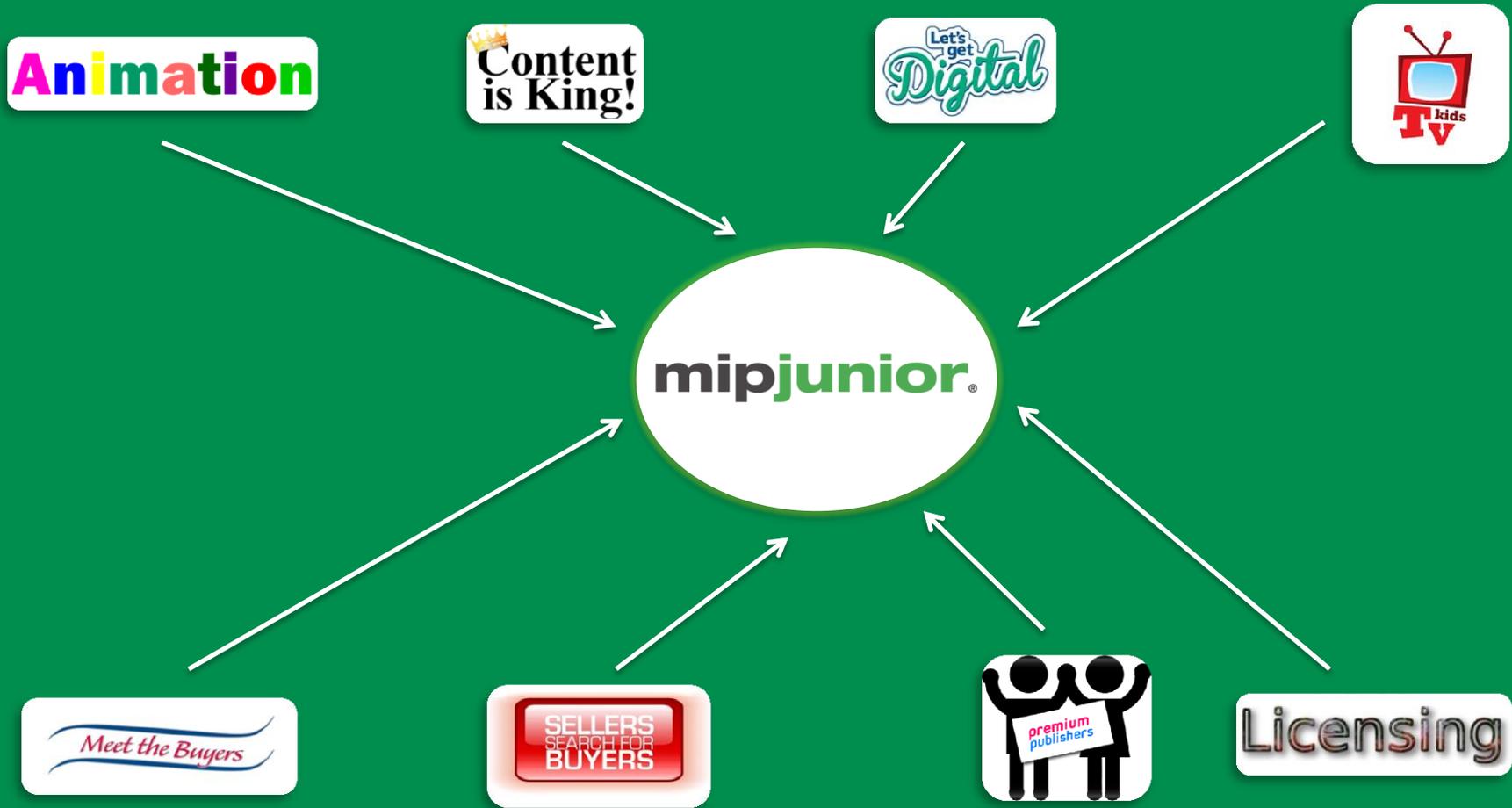


Importance of multi-generational shows



Crossover of webseries and apps into successful TV formats

The MIPJunior MarketPlace and ecosystem



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The road to success for a kids programming exec



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MIPJunior in figures

1,250+ participants

760+ companies

1,060+ programmes

550 buyers

65+ countries

180 co-production projects

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Join the industry leaders



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Network and turn every moment into an opportunity

Specialised conferences and events.



The licensing marketplace

Networking sessions with top international buyers, licensing agents and publishers.



What publishers want to see from the producers

One-to-one meetings with commissioning editors and buyers from around the world.



The buyers' and commissioners' meet up

Find co-production partners and finance projects.



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Media mastermind keynotes

Presented by leading visionaries in the kids' entertainment industry.



Michael Acton-Smith
CEO & Founder, Mind Candy

Digital Kids: Hear from the pioneers

Sunday will bring together leading kids' brands from the web and social media with producers, broadcasters and publishers. The brightest minds share their strategies for extending the entertainment experience across every platform.

New this year: Digital Demo Playground



Marcelo Liberini
COO at Clarin Global - CMD

The MIPJunior International Pitch

An international panel of highly influential commissioners discover the next big hits in kids' entertainment during a live session where producers pitch their latest projects.



2013 Winner:
Koouka By Aldebaran Distribution
And Vallaround S.R.L.S., Italy

New! MIPJunior World Premiere TV Screening

The Screening will be followed by a red carpet event leading into the MIPJunior Party.

Make the most of licensing

Your chance to pitch your properties to key licensing agents and retailers, to cement new partnerships and make the most of the licensing rights of your programmes.



Publishers' corner

Through an exclusive partnership with the London Book Fair, producers attending MIPJunior will have the opportunity to meet publishers looking to acquire new properties. The session will be followed by a matchmaking event for producers and broadcasters.



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In their own words

“As a buyer you can put in two eight-hour screening days, sample 100 series, and get a really good idea of the marketplace. And as a seller, you know this is the most efficient way to reach the most important people in the business.”

“MIPJunior helps us secure excellent meetings in person. How else would we have got to meet with Disney or Sesame?”



Richard Goldsmith
Executive Vice-President, Global Distribution
Jim Henson Company
USA

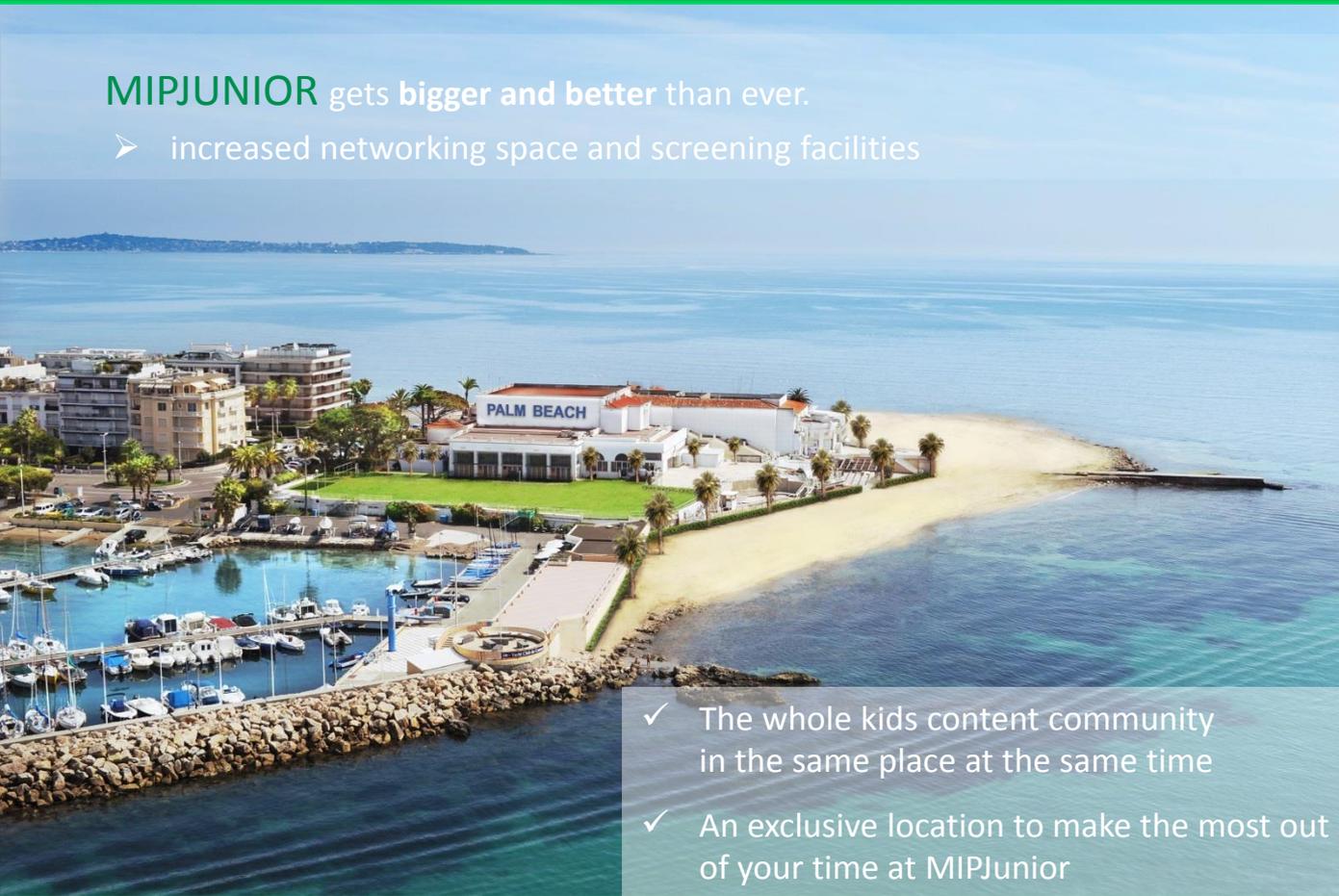


Jason and Susan Sheper
Executive Producer & Artistic Director
Magic Tree Productions
DR Congo

New in 2014: MIPJunior at Palm Beach

MIPJUNIOR gets bigger and better than ever.

- increased networking space and screening facilities



- ✓ The whole kids content community in the same place at the same time
- ✓ An exclusive location to make the most out of your time at MIPJunior



MIPJunior gets even more **glamorous** so you can enjoy the best of Cannes.

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The biggest international digital library of kids' programmes

A unique marketplace

More than **1,000** programmes and **180** projects seeking funding

A world-class screening showcase

- **Producers:** Get your shows seen and generate more business around your content (programmes & projects).
- **Buyers:** Get faster content acquisition.



Stand out from the crowd...



**ANTIPODE SALES&DISTRIBUTION /
BAZELEVS / INTERCINEMA /
LUXEMA FILM / PLANETA INFORM /
REFELECTION FILMS / RWV
RWS / SREDA FETISOV FILMS /
TOTAL CONTENT /**

The counter features several movie posters and brochures, including one for 'MOSCOW YARD' and another for 'sochi'.

... and conclude deals at MIPCOM

The world's entertainment
content market



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