



Mediametrie



Glance

Global Audience &
Content Evolution

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2022: kids channels and platforms benefit from strong programmes



During the first half of 2022, beloved kids' shows are being revived by successful reboots and spin-offs. Programmes extend from platforms to TV channels and also explore the audio environment with podcasts inspired by TV series and vice-versa. In terms of contents, trends reinforce and fine-tune existing topics. **Médiamétrie's international department Glance analyses the kids' shows market at MIPJunior and reveals global content trends.**

Reboots and spin-offs propel themselves up to top new shows

Since the beginning of 2022, younger viewers have continued giving a warm welcome to reboots of well-known IPs. The **Smurfs** (Peyo Productions / Ellipse Animation) and **Nicholas' Fantastic Summer** (Media Valley) illustrate this trend. Successfully launched in France and the UK in 2021, **The Smurfs** made a brilliant start with pre-schoolers in Germany and Italy in 2022. The new series on Nicholas' adventures was M6 Kids 3rd best programme among 4 to 10 year-olds. A reboot of the **Teletubbies** (WildBrain) is due on Netflix next November.

Taking advantage of strong IPs and characters, content producers also launched spin-offs, which significantly appealed to children. The **Patrick Star Show** (Nickelodeon Animation Studio) – a **Spongebob Squarepants** spin-off – ranked first among children on Nickelodeon in Germany and Super! in Italy. In the UK, **Star Trek Prodigy** (Nickelodeon Animation Studio) – first children-oriented spin-off of the series - ranked third among 4 to 15 year old viewers on Nickelodeon. In this country **The Boss Baby: Back in Crib** (Dreamworks Animation Television) ranked second best new series on Netflix.

“ Several spin-offs feature younger versions of the initial title's characters such as **We Baby Bears, Oggy Oggy, Kamp Koral, Spidey and his amazing friends.** ”

Candice Alessandra, Client & Research Manager at Glance

Trends: new take on classic themes

“ Last years' trends are being reinforced and deepened, encouraging children's reflexions: we can highlight kids' versions of adults' games, attractive science experiments and history, new role models offered to children, nature and adventurous fantasy. ”

Avril Blondelot, Head of Content Insight at Glance, kicking-off MIPJunior



Glance has identified several trends in children's programmes over the past 6 months.

Make it younger: formats initially aimed at adults have been adapted for younger viewers : they can feature adventures, cooking, and even crime. The Dutch programme **Rachel Valt Binnen** (EO) relates police investigations in a way adapted to a younger audience. Broadcast in February 2022, it was a real success and multiplied the slot's audience share by 2.5 among the 6 to 12.

Nature and scientific experiments: pedagogical and fun programmes propose a renewed approach to scientific facts. There is also increased interest for nature like for example in **Anna Auf Dem Bauern Hof** (Text Und Bild) or **Welcome to Permacity** (Millimages - in development), where nature enters the city to raise awareness on environment, sustainability, recycling, etc.

Fantasy and adventures still are a good recipe for success: the Turkish animated series **Sagun** (Animistik Stüdyo) mixes codes of the past with Fantasy while the sci-fi Israeli live action series **Infinity** (Storiez) is focused on the future. **Sagun** increased the audience share of its slot by 47% in 5-to-11-year-olds.

Programmes promote **new role models and diversity**. **Superheltskolen** (Seefood TV) features ordinary kids as imperfect superheroes. It is a Norwegian live action in the cartoon slapstick tradition. The same for strong girls (**Marvel's Moongirl** & **Evil Dinosaur**) who can fail in their plans, with humour.

Circulation of content between video, audio platforms and broadcasters

“ We observe growing osmosis between platforms and linear TV, as programmes circulate between them. A more recent trend is the boom of audio content linked to audiovisual. ”

Candice Alessandra

Launched on Netflix in 2021, the pre-school series **Oggy Oggy** (Xilam Animation) launched on Linear TV in the UK (Channel 5), and Italy (Frisbee) this month. **The Boss Baby: Back in Business**, **Cocomelon** and **Jurassic World: Camp Cretaceous** all premiered on platforms and were successfully transferred to TV channels in several European countries.

The public's growing appetite for audio content inspires broadcasters and platforms: Netflix released its first podcast in January 2022 **Bedtime Stories with Netflix Jr.**, Sensical offered a podcast based on PBS Kids IPs such as **Molly of Denali** and **Pinkalicious & Peterrific**. Amazon's podcast studio Wonderly also launched early this year its kid version with original audio content such as **The Adventures of Cairo**.

A few audio streaming services have directly dealt with producers to adapt their IP's to their catalogue. The kids' audio-streaming service Pinna launched an audio series **Dinosaur train: Ride along adventures**, while Spotify launched **Cocomelon Story Time**.

Finally, podcasts also inspire TV series: **Maddie + Triggs** (Turnip + Duck) – an Irish pre-school animated series - is based on a previous podcast. The kids podcast company Wonkybot also works on the adaptation of its **Tara Tremendous** series to a film and later TV series.



About the Kids TV Report

Twice a year, **the Kids TV Report offers a comprehensive view of the whole European audiovisual sector dedicated to young audiences.** It combines both an overview of each market, as well as detailed channel-by-channel analysis.

This report studies the **5 major European countries** (Germany, Spain, France, Italy, United Kingdom). More than 20 additional territories can be studied on request.

About Glance

Part of Médiamétrie, Glance is the specialist of international TV markets and leading provider of official TV ratings for over 7000 channels in more than 120 territories and insight analyses based on a global expertise. Glance tracks the latest TV and online contents and trends in nearly 50 territories. With more than 230 flagship clients, Glance is market leader in TV and video market intelligence

More information: www.glance-mediаметrie.com [@Glance](https://twitter.com/Glance)

About Médiamétrie, a trusted third party for fair and objective measurements

Médiamétrie is committed to providing its customers with joint and sovereign standard audience measurements. As a data leader and media expert, the company applies its know-how to video, audio and cross-media behaviour measurements, as well as advertising effectiveness measurement. Every day, some 1,000 employees design and produce the right measure for today and tomorrow to support the free decision-making of the company's customers in France and abroad. In 2021, the Médiamétrie Group achieved a turnover of €105.1 million and processed over one billion data every day.

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