

KIDS BUYERS • CONCEPTS & TRENDS

Banijay
Kids & Family



Dan Lewsey,
SVP digital & social media,
Banijay Kids & Family, EMEA

'For marketing and awareness, short-form videos are better, about 60 seconds, to use everywhere: TIKTOK, IG, etc. But for commercial issues, monetization, longer is more profitable.. And third, for new or non-traditional partnerships, the key is to align your product to your partner, to access broader audiences, territories, ad placements'.

Julien Borde,
CEO, Mediawan Kids & Family, France



Mediawan
KIDS & FAMILY

'Now we have two roads: to produce premium animation for big broadcasters and streaming platforms, and *Digital First*, with YouTube players as **Madbox** and **El Reino infantil**. What is the difference in production among them? in *Digital First* you have to understand the data you receive to drive new episodes/characters and to build 360 communities, transmedia and interactive media'.



Sebastien Dumont,
marketing manager, Peyo, Belgium



'New trends? Buyers show good demand for nostalgic products, for example our original *Smurf* series, to watch parents and children together, and also for stand-alone content in the middle of seasons, as *Smurf Adventures* (2x22') while we launch the new season'.

Guillermo Pino,
CEO, Spiritum Entertainment



spiritum
ENTERTAINMENT

'We've got the iconic mark of 1 million of downloads of the app 'A jugar!', where we provide edutainment for kids 2-5 years. Google Play gave us the 'Teacher Approved' distinction. Providers must learn the codes of each platform and create experiences that make young users and their families choose them again'.



Marianella Gomis,
business development and acquisitions
director, Gookapi, Spain



GOOKAPI

'The secret to make interactivity work? To make the system very friendly, to think the options from the beginning and to develop very different plots while the user chooses'.

Peter Solvsten,
president, Peter Films, Denmark



ANGEL

'Film business got extremely difficult for independent product. We have to include theatrical floor owners to find solutions together. If going to cinemas is today expensive, for family content it is much more, because you include 4-5 people. If they can't reduce the cost of family tickets, maybe they could sell annual fees for ten movies, for instance, to make audience habit easier'.