



WHAT DO BUYERS
WANT ?

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BROWSE BY GENRE

DRAMA

KIDS

COUNTRIES



AUS



BEL



CAN



NZL



IRL



NLD



DEU



FRA



UAE



ITA



DNK



ISR



USA



GBR



FIN



BRA

DRAMA BUYERS



PETER ANDREWS

Head of Network
Programming
SBS
Australia



JENNA BOURDEAU

Senior Director, Acquisitions
Canadian Broadcasting
Corporation
Canada



DERMOT HORAN

Director of Production
& Acquisitions
RTE
Ireland



TARMO KIVIKALLIO

Head of Program Acquisitions
YLE
Finland



MARI KOIVUHOVI

Acquisitions Executive
YLE
Finland



DEIRBHILE NÍ CHURRAIGHÍN

Acquisition Executive
TG4
Ireland



ALINE MARRACHE- TESSERAUD

Buyer Fiction Series
CANAL+ Group / VIVENDI / STUDIO+
France



ANETTE ROMER

Head of Acquisitions &
Formats
TV 2 Denmark
Denmark



RADIA SAADAoui

Content Acquisitions &
Prog. Manager
Icflix
United Arab Emirates



ANDREW SHAW

Deputy Director of Content
Television New Zealand Ltd
New Zealand



SVEN VEN LOKEREN

Buyer Fiction Series
VRT
Belgium



SARAH WRIGHT

Director of Acquisitions
British Sky Broadcasting
United Kingdom

KIDS BUYERS



MASSIMO BRUNO
Head of TV Channels
De Agostini Editore
Italy



FRANK DIETZ
Senior Manager Acquisitions & Co-Productions
RTL DISNEY Fernsehen GmbH & Co.KG / SUPER RTL
Germany



SEBASTIAN DEBERTIN
Head of Fiction, Acquisition & Co-Production
KiKA - Kinderkanal of ARD and ZDF
Germany



PAULA TABORDA DOS GUARANY'S
Head of Content and Programming
Globosat / Gloop and Gloopinho
Brazil



Kirsten Hurd
Acquisitions, TVO Kids
TVO
Canada



MOR HOUBARA-ROZI
Channel Manager
Talit Communications
Israel



REBECCA HEAP
Head of Programming & Digital
Australian Broadcast Corporation
Australia



JEAN LOECK VAN KOLLENBURG
Program Buyer
NPO Zapp
Netherlands



MARNEY MALABAR
Director, TVO Kids
TVO Kids
Canada



DEA CONNICK PEREZ
VP Content Strategy and Acquisitions
Universal Kids / Sprout
United States

PETER ANDREWS



Head of Network Programming
SBS
Australia

Activity: TV Content and VOD Buyer;

Drama Genres: Crime, Historical, Thriller, Period, Comedy, Sci-Fi, Horror.

Programme Typologies: Ambitious premium drama series and acclaimed 'water-cooler' foreign language drama series with AVOD rights.

Acquisition Territories: Worldwide.



YOUR EDITORIAL STRATEGY:

SBS has a proud history of showcasing the very best drama from around the world on multiple platforms. Our ambition is to grow our reputation as the home of the finest international scripted content and in doing so, contribute to our goal of deepening Australian's engagement with content that reflects our Charter and grows audiences.

WHAT KINDS OF SALES PITCHES DO YOU RESPOND BEST TO?

Ideally a drama sales pitch will include a clear vision of the creative purpose behind the show, who the commissioning broadcaster is and the talent attached. For scripted content that we are being pitched early, we will usually need scripts before making a decision and for factual content we need a strong, visual treatment. It always helps if the producer or distributor understand our channels, platforms and what we are looking for!

JENNA BOURDEAU



Senior Director, Acquisitions
Canadian Broadcasting Corporation
Canada

Activity: Content Buyer, linear and non-linear platforms.

Drama Genres: Crime, Comedy, Thriller, Sci-Fi, Period Drama, Theatrical Family Features.

Programme Typologies: Series, Theatrically released family features, Theatrical holiday features.

Acquisition Territories: UK, Australia and US.



YOUR EDITORIAL STRATEGY:

As Canada's national public broadcaster, CBC offers a wide array of content to our audiences on linear and non-linear platforms in nearly every genre - kids, news, sports, documentary, unscripted and scripted. CBC's schedule is anchored by award-winning, critically acclaimed original Canadian dramas and comedies (Anne, Schitt's Creek, Alias Grace, Baroness Von Sketch, Book of Negroes). In terms of acquired content, we look for leading scripted programming (drama and comedy) that can hold its own along such premium originals. We're mandated to offer Canadians a unique viewing experience and thus, less inclined to pick up US content (well covered by the private broadcasters). Instead, we tend to look to the UK and on occasion Australia, for acquired scripted content. We've recently experimented with foreign language drama which unfortunately wasn't widely appealing to our (linear) audience. That said, we may revisit foreign language series in the future, as we begin to broaden our digital programming with acquired content.

WHAT KINDS OF SALES PITCHES DO YOU RESPOND BEST TO?

A detailed email works very well!

DERMOT HORAN



Director of Production & Acquisitions
RTE
Ireland

Activity: TV Content Buyer.

Drama Genres: Crime, Comedy, Thriller, Horror, Fantasy, Sci-Fi, Period Drama, Action, Contemporary Family Drama.

Programme Typologies: Feature Films, Mini Series, One-Off Drama, Soap/Sitcom, TV Movies;

Acquisition Territories: Europe.



YOUR EDITORIAL STRATEGY:

In the face of very significant competition from pan European linear and non-linear media players, we aim to commission, co-produce and acquire drama series with real relevance to the Irish audience. This involves the creation and maintenance of key creative partnerships and exposure to drama projects at a much earlier stage than heretofore.

WHAT KINDS OF SALES PITCHES DO YOU RESPOND BEST TO?

Those which have an appreciation and knowledge of our specific market

TARMO KIVIKALLIO



Head of Program Acquisitions
YLE
 Finland

Activity: Commissioner.
Drama Genres: Crime Period Drama.
Programme Typologies: Mini Series
 Mobisodes / Webisode One-Off-Drama
Acquisition Territories: Europe, North
 America.



YOUR EDITORIAL STRATEGY:

Wide range of drama from all over the world

WHAT KINDS OF SALES PITCHES DO YOU RESPOND BEST TO?

Email is a good way to start. We usually need to see a full episode before any decisions are made.

MARI KOIVUHOVI



Acquisitions Executive
YLE-The Finnish Broadcasting Company
Finland

Activity: TV Content buyer.

Drama Genres: Crime, Thriller / Horror / Fantasy, Period Drama, Action.

Programme Typologies: Mini Serie, Mobisodes/ Webisode, One-Off Drama, TV Movies.

Acquisition Territories: Europe.



YOUR EDITORIAL STRATEGY:

My job is to find the best European fiction series for our channels. As a public broadcaster, our task is to show quality programming.

WHAT KINDS OF SALES PITCHES DO YOU RESPOND BEST TO?

If a synopsis with lead actors and the 'clue' of the program are all in place, I normally replay!!

ALINE MARRACHE TESSERAUD



**SVP International Acquisitions
Canal+ Group / Vivendi / Studio+
France**

Activity: TV Content Buyer, VOD Buyer

Drama Genres: Crime, Thriller, Horror, Fantasy,
Sci-Fi, Period Drama, Action.

Programme Typologies: Feature Films, Mini
Series, Mobisodes / Webisode, One-Off-Drama,
Short Films, Telenovelas, TV Movies.

Acquisition Territories: Europe, North America,
South America.

CANAL+

YOUR EDITORIAL STRATEGY:

Acquisitions and pre-acquisitions of international scripted dramas for SVOD, including coinvestment / cofinancing in digital short form scripted.

WHAT KINDS OF SALES PITCHES DO YOU RESPOND BEST TO?

The Shorter the better! and it has to be sufficiently intriguing to hook a buyer in a limited timing. A good pitch for me has to be detail less and focused on the concept. When the pitch is short and catchy, then the buyer can easily imagine how striking the plot summary will be.

DEIRBHILE NÍ CHURRAIGHÍN



Acquisition Executive
TG4
Ireland

Activity: TV Content Buyer.

Drama Genres: Crime, Comedy, Period Drama, Action.

Programme Typologies: Feature Films, Documentaries, Music, TV Movies.

Acquisition Territories: Europe, North America, Australia / New Zealand.

YOUR EDITORIAL STRATEGY:

TG4 is the national Irish language TV channel that brings Irish language programming content to audiences in Ireland on platforms and worldwide on our Player. It is a public service broadcaster, established and funded by the Irish Government. TG4 is the 8th most popular TV channel in Ireland with an average share of 2%, a very creditable performance in one of Europe's most competitive national television markets. Ireland has a very high percentage of homes subscribing to pay to view platforms on satellite, cable or IP. TG4 invests over €20m annually in original programming in Irish from the independent production sector in Ireland. The channel also also acquires a wide range of content from the international market, including feature films, drama series, lifestyle, music and animation.

WHAT KINDS OF SALES PITCHES DO YOU RESPOND BEST TO?

I respond best to concise pitches, short and to the point. Also, sales personnel who have done their research and understand, from checking our website, the type of content we broadcast. Time at the market is precious, we do not need to hear about the entire catalogue.

ANETTE ROMER



Head of Acquisitions & Formats
TV 2 Denmark
Denmark

Activity: TV Content buyer.
Drama Genres: Crime Comedy Action.
Programme Typologies: All genres
Acquisition Territories: Europe, North America.



YOUR EDITORIAL STRATEGY:

International drama supplements local Danish production. We are looking for select broad British and/or Scandinavian titles with a high degree of authenticity and potential for emotional engagement for our target audience (20-60). Crime and heartwarming series are always in demand, particularly for the mature audience (TV 2 Charlie) whereas the younger TV 2 Zulu viewers are entertained by comedy, modern US series and classic brands like Friends and Modern Family.

WHAT KINDS OF SALES PITCHES DO YOU RESPOND BEST TO?

Viewing of finished episodes together with relevant sales material.

RADIA SAADAOU



Content Acquisitions & Programming Manager
Icflix
United Arab Emirates

Activity: VOD Buyer.
Drama Genres: Crime, Comedy, Thriller, Horror, Fantasy, Sci-Fi, Period Drama, Action.
Programme Typologies: Feature Films, Mini Series, One-Off Drama.
Acquisition Territories: Europe, North America, South America, Middle East, Africa, Asia, Australia / New Zealand.



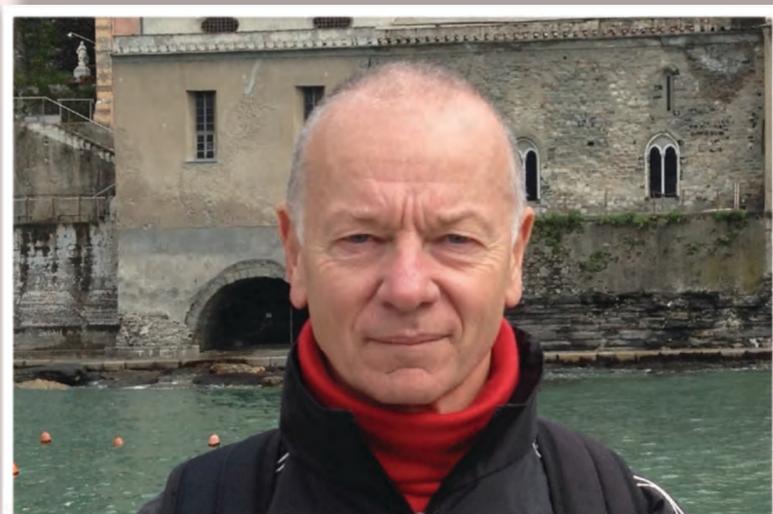
YOUR EDITORIAL STRATEGY:

As the Middle East and North Africa's leading SVoD streaming service, ICFLIX's strategy for drama acquisitions is to offer our subscribers the best of Jazwood (Arabic), Hollywood and Bollywood content. We usually license English, Arabic and French language drama series and ensure that all our shows are available with English, Arabic and French subtitles where required in order to cater to audiences right across the MENA region. We like to pick up shows which are not available elsewhere across the MENA region making ICFLIX the only viewing platform on which to watch those shows.

WHAT KINDS OF SALES PITCHES DO YOU RESPOND BEST TO?

Email is always best. We always request the following information: genre, synopsis, number of episodes, length, cast along with a trailer or screeners of TV dramas.

ANDREW SHAW



**Deputy Director of Content
Television New Zealand Ltd
New Zealand**

Activity: TV Content and VOD Buyer,
Commissioner.

Drama Genres: Crime, Comedy, Thriller, Horror,
Fantasy, Period Drama, Action.

Programme Typologies: Feature Films, Mini
Series, Mobisodes/Webisode, One-Off Drama,
Soap/Sitcom.

Acquisition Territories: Europe, North America,
Australia / New Zealand.

YOUR EDITORIAL STRATEGY:

We aim to acquire high quality one-off feature length dramas in English and short run (4 to 6 hours) premium drama series, as well as a limited number of longer run (13 to 22) US network series. Our audience target is adults 18 to 54 across our two core channels and males 18 to 39 on our male skewed channel (Duke). Our On demand focus is on all types of viewers.

We schedule our dramas in a variety of ways. Some premium titles we air as stripped events, the longer series weekly, with all going to our FVOD catch-up platform. In an increasing number of cases we will stack (all episodes) first on OD before a linear play.

WHAT KINDS OF SALES PITCHES DO YOU RESPOND BEST TO?

Enthusiastic ones! Comprehensive ones! It is great see a confirmed cast and creative details. Completed pilots are always welcome as are shorter assemblies. Full scripts for early episodes and episode treatment outlines for the rest of a series. Pitches with finance detail outlined.

SVEN VEN LOKEREN



Buyer Fiction Series
VRT
Belgium

Activity: TV Content buyer.

Drama Genres: Crime, Comedy, Thriller / Horror / Fantasy, Period Drama, Action.

Programme Typologies: Mini Series, Mobisodes/Webisodes, Soap / Sitcom.

Acquisition Territories: Europe, US.

YOUR EDITORIAL STRATEGY:

VRT aims to show the best in international fiction for both broad and more specific target audiences on its channels Eén and Canvas. The company has a tradition of being at the forefront of new trends and has always acquired the best of (period) drama, British crime, Scandinavian drama, French and Dutch edgy drama and US network as well as cable series. It has also acquired web-content for its FVOD service, where shows from relatively unknown television cultures are programmed.

WHAT KINDS OF SALES PITCHES DO YOU RESPOND BEST TO?

Sales pitches which give all the necessary scheduling information upfront (volume, expected delivery date, target audiences, availability/windowing), as well as the usual storyline summary and trailer. A brief outline of the main characters is also indispensable. Having some previous knowledge of our scheduling and acquisition strategy is also appreciated. This being said, we are always open to discuss new concepts and new types of content, if a distributor feels those could be a match for one of our channels.

SARAH WRIGHT



Director of Acquisitions
British Sky Broadcasting
United Kingdom

Activity: TV Content Buyer, VOD Buyer.
Drama Genres: Crime, Comedy, Thriller, Horror, Fantasy, Sci-Fi, Period Drama, Action.
Programme Typologies: Series, Feature Films, Mini Series, One-Off-Drama, Documentaries.
Acquisition Territories: Europe, Asia, Australia, New Zealand, US.



YOUR EDITORIAL STRATEGY:

As Director of Acquisitions for Sky UK, my team and I seek to acquire the very best international drama for Sky's wholly owned entertainment channels - Sky Movies Channels, Sky1, Living, Arts, Atlantic and our transactional service Sky Store (both rental and Buy & Keep which contains movies and from the autumn, series too). Whether that is the Best of the US in the form of movies or series from the bigger Hollywood distributors, or documentaries, indie titles and brilliant foreign language dramas, we are passionate about bringing great content to our customers. We work hand in hand with our Acquisitions colleagues in Sky Deutschland and Italia to acquire programming across our territories where possible..

WHAT KINDS OF SALES PITCHES DO YOU RESPOND BEST TO?

Concise, personal, targeted sales pitches are best! It's great when a sales professional is really focused, with real insight into Sky's channels - and the perfect content for me to acquire! Pan European appeal – taking into account the needs of and availability for Sky Deutschland and Italia – would be ideal.

MASSIMO BRUNO



Head of TV Channels
De Agostini Editore
Italy

Activity: TV Content Buyer, VOD Buyer.

Programme typologies: Animation
Preschool, Animation Kids, Animation Tweens
& Teens, Animation Family, Education,
Feature Film, Game Show, Kids Interactive,
Live Action.

Acquisition Territories: Europe.



YOUR EDITORIAL STRATEGY:

We are an independent multiplatform Network presenting a unique content offer for Italian kids, identifying the editorial needs of each target and always maximizing the brand awareness of our TV Network. As part of our Group we have 3 TV networks for the Kids audience: DeA Jr.: The first Edutainment Channel for a pre-school target with a special focus on family co-viewing. Created to enable kids to learn, understand and discover. DeA Kids: The I-Do-tainment brand of the Group, the new wave of educational content to empower kids and encourage them into action. Target 6-8, with a distinctive brand positioning. Including "ad-hoc" original productions. Super!: The entertainment channel for kids 8 - 14 y.o. Allows kids to discover their own skills, but always in a funny and spontaneous way. It's the channel where kids can find the content they really want and identify with. We are always looking for original projects that represent the ID of our channels, keeping in consideration evergreen animation with a strong comedy component for a gender-neutral audience, boys oriented action/adventure animation, live action SitComs and telenovelas for teens and tweens.

WHAT KINDS OF SALES PITCHES DO YOU RESPOND BEST TO?

Basically, all pitches are interesting because there is always something new to learn or discover around a new IP. Considering we are a multiplatform network, we are looking more and more for 360° projects that cover all the necessary platforms and areas of our Brands

DEA CONNICK PEREZ



VP Content Strategy and Acquisitions
Universal Kids / Sprout
United States

Activity: TV Content Buyer.

Programme typologies: Animation Preschool, Animation Kids, Animation Family, Game Show, Live Action
Acquisition Territories: North America.



YOUR EDITORIAL STRATEGY:

Universal Kids is all about the best parts of being a kid.

We aim to bring kids the shows that are hits from all over the world and focus on kids and the stories that they want to hear and watch. Our original programming will feature genres that may not have been produced for kids like competition shows.

Top Chef Junior is Universal Kids first original production and premieres in October.

WHAT KINDS OF SALES PITCHES DO YOU RESPOND BEST TO?

Thorough one sheet or bible with imagery.

FRANK DIETZ



Senior Manager Acquisitions & Co-Productions

RTL DISNEY Fernsehen GmbH & Co.KG /
SUPER RTL
Germany

Activity: TV Content Buyer, VOD Buyer,
Commissioner.

Programme typologies: Animation Preschool,
Animation Kids, Animation Family, Animation
Family, Feature Film, Live Action.

Acquisition Territories: Europe, North America,
South America, Middle East/Africa, Asia,
Australia / New Zealand.

SUPER RTL

YOUR EDITORIAL STRATEGY:

SUPER RTL's focus is on animated adventure-comedies targeting six- to nine-year-olds but we are also looking for animated pre-school series. All series should be gender-neutral, family friendly and transporting positive messages while not being too educational. Characters should be likable with distinctive personalities and abilities. Self-contained episodes are preferred. We are not looking for animé, titles heavily steeped in action or anything decidedly boy-skewing, as these types of programs are not a fit with Super RTL's positioning.

WHAT KINDS OF SALES PITCHES DO YOU RESPOND BEST TO?

The best way to approach us would be via Email and by sending all available material. We are used to pursuing concepts throughout the entire process from a very early stage of development to a fully developed project.

SEBASTIAN DEBERTIN



Head of Fiction, Acquisition & Co-Production
KiKA - Kinderkanal of ARD and ZDF
Germany

Activity: TV Content Buyer;

Programme typologies: Animation Preschool,
Animation Kids, Animation Tweens & Teens,
Animation Family, Feature Film, Live Action.

Acquisition Territories: Europe, North America,
South America, Asia, Australia/New Zealand.



YOUR EDITORIAL STRATEGY:

Strong characters (especially the protagonist) that are really appealing to our various target groups are the key to creating a successful series that works on our linear and non-linear platforms. Innovation is important but not so much in terms of storytelling. Classic storytelling is still the key to reach audiences on KiKA and worldwide.

WHAT KINDS OF SALES PITCHES DO YOU RESPOND BEST TO?

Come up with new fresh ideas that can attract the respective target group you are aiming at. A great pitch can be a 3-lines synopsis or a full bible, it all depends on a great idea!

MOR HOUBARA-ROZI



Channel Manager
TALIT COMMUNICATIONS
 Israel

Activity: TV Content Buyer, VOD Buyer.

Programme typologies: Animation Preschool
 Animation Kids Animation Tweens & Teens Arts
 Music & Culture Feature Film Live Action.

Acquisition Territories: World Wide.

TALIT

YOUR EDITORIAL STRATEGY:

The Junior channel is aimed at children aged 5-10 in Israel. Our portfolio includes successful and popular titles such as Masha and the Bear, Talking Tom and Friends, Angry Birds, Bakugan, Mia and Me, Yu-Gi-Oh! And more. As for local productions, we produce and air the most successful TV show for kids in Israel - Kofiko. With years of industry experience, The Junior channel offers our shows, full service brand management, marketing, promotion and strategic business development. We offer a "one stop shop" agency which is the best way to succeed, increase income and enhance brand equity: Media & New Media Distribution, Licensing and Merchandizing, Cooperation and Collaborations, PR, promotions and marketing (online, TV, outdoor activities, launch events) and more.

WHAT KINDS OF SALES PITCHES DO YOU RESPOND BEST TO?

We check what kind of support is given to the show/brand and by doing so we (try to) understand the show's potential. Are there any more seasons in the pipe line? Does the brand have a master toy licensee? Is the show based on any Cultural anchors? Etc. The more information I have the better...

KIRSTEN HURD



Acquisitions, TVO Kids
TVO
Canada

Activity: TV Content Buyer.

Programme typologies: Animation Preschool, Animation Kids, Animation Family, Documentary for Kids, Education, Live Action.

Acquisition Territories: Europe, North America, South America, Asia, Australia/New Zealand.

tvokids

YOUR EDITORIAL STRATEGY:

TVO Kids is always on the lookout for high quality educational animated and live-action programming for a wide range of age groups, from pre-school through to school age.

WHAT KINDS OF SALES PITCHES DO YOU RESPOND BEST TO?

We are looking for completed programs, or programs in the early stages of production, but will look at bibles, demos and animation tests.

REBECCA HEAP



**Head of Programming & Digital
Australian Broadcast Corporation (ABC)
Australia**

Activity: TV Content Buyer, VOD Buyer;
Programme typologies: Animation
Preschool, Animation Kids, Documentary for
Kids, Education, Live Action.

Acquisition Territories: Australia and New
Zealand.



YOUR EDITORIAL STRATEGY:

ABC's vision is to be the independent source of Australian conversations, culture and stories through our leading video on demand player iview and five broadcast channels: ABC, ABC2, ABC KIDS, ABC ME and ABC News. Our children's services include ABC KIDS, the leading cross platform content provider for Australian preschoolers (2-6) and their families, and ABC ME for school aged children.

WHAT KINDS OF SALES PITCHES DO YOU RESPOND BEST TO?

We always appreciate receiving materials in advance to review and consider.

MARNEY MALABAR



Director, TVO Kids
TVO Kids
Canada

Activity: TV Content Buyer;

Programme typologies: Animation Preschool, Animation Kids, Documentary for Kids, Kids Interactive, Live Action.

Acquisition Territories: Europe, North America, South America, Middle East / Africa, Asia, Australia / New Zealand.

tvokids

YOUR EDITORIAL STRATEGY:

TVOKids gets kids ready for school, life and to take on the world with the power of learning. As public broadcaster TVO/TVOKids broadcasts commercial free children's educational programming for 2-9yr olds from 6am-7pm daily on-air and 24/7 on our YouTube channel and tvokids.com. We are always interested in learning about new programs to either acquire or co-produce for preschoolers (2-5yrs) and school age (4-9yrs). TVOKids programs need: strong characters; to be story driven; comedy; and to inspire learning.

WHAT KINDS OF SALES PITCHES DO YOU RESPOND BEST TO?

We are interested in learning about possible Canadian co-productions again for any genre and age. Co-productions are developed for every kind of young learner and, covering virtually all Ontario Curriculum areas for Grades JK-5, TVO-produced children's programs are built in collaboration with educational consultants to ensure specific educational objectives are met.

We also acquire finished programming from all over the world. E-mail or in person pitches are the best way to reach the programming team.

PAULA TABORDA DOS GUARANYS



Head of Content and Programming
Globosat / Gloop and Gloopinho
Brazil

Activity: TV Content Buyer, VOD Buyer,
Commissioner.

Programme typologies: Animation Preschool,
Animation Kids, Animation Tweens and Teens,
Animation Family, Feature film, Live Action.

Acquisition Territories: South America.



YOUR EDITORIAL STRATEGY:

Gloop aims to entertain kids with adventure-filled and humorous content that spans non-violent themes such as friendship, affection, courage and respect. Gloop's target audience is children from 6 to 9 years old.

Gloopinho is our new preschool channel that shares the same core values as Gloop. Gloopinho's target audience is 2-5 years old.

WHAT KINDS OF SALES PITCHES DO YOU RESPOND BEST TO?

Gloop is looking for high quality content and stories with rich universes and unique characters from all over the world, with globally appealing characteristics. We look for stories that have something special, attractive and unusual. Live action or animation series. We're also looking for preschool and edutainment content for our new channel, Gloopinho.

JEAN-LOECK VAN KOLLENBURG



Program Buyer
NPO Zapp
Netherlands

Activity: TV Content Buyer, VOD Buyer.

Programme typologies: Animation Preschool, Animation Kids, Live Action.

Acquisition Territories: Europe, North America, Asia, Australia / New Zealand.



YOUR EDITORIAL STRATEGY:

As a public broadcaster's children's channel we produce a lot of content locally (dramaseries, current affairs, documentaries, info-tainment) and acquired content has to be complementary. For both our channels NPO Zappelin (our preschool channel) and NPO Zapp (children 6-12 years) I acquire animated and live action content that preferably links to a recognizable daily life situation for children. Furthermore content that evokes family viewing, like wildlife and classical remakes.

WHAT KINDS OF SALES PITCHES DO YOU RESPOND BEST TO?

Emails containing a direct link to a certain program.