



CONTACT

ZDF Studios GmbH
Department Junior
Erich-Dombrowski-Str. 1
55 127 Mainz, Germany
T: +49 (0) 6131 – 991 1711
junior@zdf-studios.com
www.zdf-studios.com

Programme information
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KIKANINCHEN is a successful, multimedia pre-school programme (TV, website, app) on KiKA, the public service children's channel run by ARD and ZDF in Germany. It is tailored to the development and needs of our youngest newcomers to media.
The darling of every child is Kikaninchen, an animated 3D figure that accompanies the children throughout the programme. Its grown-up friends Anni, Christian and Julie, who have great ideas, know stories and provide impulses, are always by the rabbit's side. The popular bite-sized adventures and stories have been specifically developed for children aged between three and six, and take place in a 2D world of paper snippets. These appealing aesthetics for children as well as the catchy songs provide a high level of audiovisual recognition value. The format slot also includes other high-quality children's programmes from ARD and ZDF, which are bookended by the KIKANINCHEN programme sections.
KIKANINCHEN has become a trusted brand for adults in Germany and a synonym for outstanding pre-school viewing!

Example episodes
„The mix is what makes it.“



Format Facts

„Come and discover my world!“

Title of the umbrella brand and format slot: KIKANINCHEN
Name of the main character: Kikaninchen
Genre: CGI, non-animated and 2D cut-out animation
Format: TV format with different programme modules (lasting between 20 sec. and 3 minutes 30 sec.)
Approx 4,000 broadcast minutes in total
First transmission: October 2009, ever since regular new material
Target group: Pre-school children, 3 to 6 years, unisex
TV (Germany): Mon.-Fri., 6:00 am to 10:15 am on KiKA
Digital: website and app
Key words: stories, music, creativity, curiosity, discover, imagination
USP: Figure with which one can identify, measure of quality for adults, cross-media world of experiences, catchy music to sing along with, world of cut-outs



Strong family brand

„Wherever I am, quality is there with me.“

- as a seal of quality, KiKANiNCHEN offers parents and educationalist safety, guidance and educational media support in the now barely manageable media landscape
- the programme ensures fun and variety for children and is tailored to their skills and requirements
- highly educational approach and guidance based on recognised educational media standards
- numerous awards in Germany



Figures

Kikaninchen...

- is a happy, curious and very lively 3D-animated rabbit
- is bursting with imagination and explores an exciting new world every day
- can speak and express its thoughts, feelings and desires in concise, linguistically correct and child-friendly sentences
- is not gender-specific and thus all children can identify with it

Christian, Jule und Anni...

- are the grown-up friends of Kikaninchen
- have an open, friendly, winning nature
- take the audience seriously and are always on the children's wavelength - but never childish



Successful TV format slot

„We dance, play and sing songs!“

- Kikaninchen and its grown-up friends guide young viewers through the programme
- exciting stories to funny songs – varied KiKANiNCHEN programme sections bookend other high-quality children's programmes
- one of the market leaders in the target group since 2014
- incredibly popular figure, which is known by two-thirds of the target group



Digital KiKANiNCHEN world

„Join in, you can do it!“

Website:

- initial online experiences are collected in a playful way and in a protected space
- videos, games, songs and ideas for painting and building relating to the current TV programme
- extensive range of services for grown-ups, such as parents and educationalists, web timers to limit time spent online and much more

App:

- games in lovingly created worlds (underwater, in outer space, in a forest, on a treasure island, on a pirate ship etc.) and various videos from the TV programme
- multisensory control by touching, blowing, clapping, shaking and singing
- childproof adult area, app timer to limit the time spent online, download function for videos for offline viewing and much more



Merchandising

„It's a colourful world!“

- more than 75 different products from various product categories
- extensive artwork and style guide – more than 2,700 objects, animals and elements



A small collection of our products!

Credits

Programme: KiKANiNCHEN

Performers: Christian Bahrmann (Christian), Julia Becker (Jule), Stefanie Bock (Anni) and Kikaninchen (voiced by Maximiliane Häcke)

Direction: Markus F. Adrian, Ute Hilgefort, Julian Plica, Patrick Schlosser, Manuela Stacke

Writers: Anja Flade, Anke Klemm, Anna Knigge, Helge May, Paul Schwarz, Annette Walther, Sandra Weller, amongst others.

Kikaninchen design and world: Katrin Lahr

Music: Udo Schöbel

Producer: Katrin Gröndahl

Editing team: Matthias Franzmann, Diana Jung, Silvia Keil, Peter Kroker

Animation: MotionWorks GmbH

Production: Studio.TV.Film GmbH

Client: KiKA – Der Kinderkanal von ARD und ZDF

**Marketing by ZDF Studios GmbH, Department junior,
Contact: Oliver Grundel | oliver.grundel@zdf-studios.com**

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