



KiKA
von ARD und ZDF



KiKANiNCHEN

4 Programme information
KiKANiNCHEN – The best programme for children

6 Format Facts
Successful KiKANiNCHEN model – umbrella brand, programme and role model for children

8 KiKANiNCHEN programme modules
Format slot components

12 Figures
Friends and companions for pre-schoolers

16 Programme design
Kikaninchen's stage

18 Education concept
KiKANiNCHEN – a programme suitable for children

20 Media research
Kikaninchen – a favourite character amongst pre-school children

22 Selected episodes
Join us in Kikaninchen's world!

24 Cross-media worlds
KiKANiNCHEN on all platforms

26 Merchandising
Kikaninchen's colourful world

30 Credits and sources

Table of Contents



Programme information

KiKANiNCHEN is a successful, multi-media pre-school programme created by KiKA [1]. It is tailored to the development and needs of our youngest newcomers to media. With a high-quality TV programme, an award-winning online presence and a child-friendly app, this umbrella brand offers children, parents and educationalists fun and guidance in a safe environment.

The darling of every child is the rabbit Kikaninchen, a happy, blue, curious and lively animated 3D figure that accompanies the children throughout the programme. Its grown-up friends Anni, Christian and Jule, who have great ideas, know stories and provide energy, are always by the rabbit's side. They offer suggestions, arouse the children's interest, and invite you to join in with their experiences. The format slot also includes other high-quality children's programmes from ARD and ZDF, which are

bookended by the KiKANiNCHEN programme sections.

An umbrella brand that is fun and builds confidence

KiKANiNCHEN is a "must-see" for three-to six-year-olds. They can watch programmes tailored to their skills, competences and needs, with stories and songs which are both funny and inspiring. KiKANiNCHEN has become a trusted brand for parents in Germany and is a synonym for outstanding pre-school viewing – this has been demonstrated by research results as well as through the reactions of countless viewers. With the TV programme, the German children's channel KiKA has been a preschool market leader in Germany a number of times. In addition, the figure Kikaninchen is the most popular television character among German pre-school children, having established a permanent place in their lives [2].

KiKANiNCHEN also provides guidance on the Internet. The online world encourages discovery, play, trying things out and getting involved. The focus is on promoting cognitive and social skills as well as on the careful introduction of the young target group to computers and the Internet. The idea is to expand their knowledge and further their skills in a playful way. The contents are derived from the programme. The lovingly-designed KiKANiNCHEN app supplements the digital elements of the

umbrella brand. With this application, children can have their first experiences using mobile technology without being overwhelmed. Whether it is through television, the website or the app, KiKANiNCHEN accompanies young media-newcomers on all platforms and offers them a place where they can feel good – one which is full of ideas, life and imagination. It stands for safe and entertaining pre-school programming across all media channels.

[1] The children's channel of ARD and ZDF (public service television in Germany) has been showing a mix of entertaining, advisory, educational and informational content and programmes in different genres and on a variety of topics since 1st January 1997. KiKA offers quality and variety to young media users between the ages of three and 13, while parents and educators are given guidance and advice. The public children's station does not show advertising.

[3] Source: Arbeitsgemeinschaft Fernsehforschung (AGF) in collaboration with Gesellschaft für Konsum, Markt- und Absatzforschung (GfK), TV Scope 6.1; Basis: KiKA and children aged 3-5 in Germany and time interval analysis Mon.-Fri. 6:10 am-10:25 am, Fact: market share in %; Basis: 01.01.2014-31.12.2016

[4] Source: International Central Institute for Youth and Educational Television (IZI) – Representative survey of children aged between three and five, Munich, November 2017. Survey regarding popular television figures. Basis: n = 369.



**KiKANiNCHEN –
The best
programme
for children**



Format Facts

Title of the umbrella brand and format slot: KIKANINCHEN

Name of the main character: Kikaninchen

Genre: CGI, non-animated parts 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 [1]

Digital: website and app

Key Words: stories, music, creativity, curiosity, discover, imagination

USP: Figure with which one can identify, measure of quality for parents, cross-media world of experiences, catchy music to sing along with, world of cut-outs

Messages: „Join in, you can do it!“
„I am what I would like to be!“
„Dibedibedab, let's be friends!“

Awards: GIGA Maus Award 2017 for the website [2]



[1] The children's channel of ARD and ZDF (public service television in Germany) has been showing a mix of entertaining, advisory, educational and informational content and programmes in different genres and on a variety of topics since 1st January 1997. KiKA offers quality and variety to young media users between the ages of three and 13, while parents and educators are given guidance and advice. The public children's station does not show advertising.

[2] At the Frankfurt Book Fair in April 2017, the family journal ELTERN family gave the GIGA Maus award to the best family-friendly games and learning software and online products. The content of the website for the pre-school programme KIKANINCHEN was chosen as best game in the category „Children aged 4 to 6“.

Successful KIKANINCHEN model –

umbrella brand, programme and role model for children

KiKANiNCHEN programme modules

In the pre-school series KiKANiNCHEN, Kikaninchen and his grown-up friends Anni, Christian and Jule accompany young television viewers through the programme. In short programme modules before and between the individual ARD and ZDF pre-school series, they welcome the children and have their own little adventures together, giving the young audience ideas, rituals and inspiration to join in.



SONGS (1'30 – 2'30)

On every KiKANiNCHEN day, Kikaninchen and his friends sing the „Kikaninchen Song“, which invites children to sing and dance along, making sure to put you in a good mood. The lyrics are simple and easy to remember, and the melody is a catchy tune – the youngest of viewers can quickly learn to sing along together with their parents. All the other songs are similar in that way: Kikaninchen, Anni, Jule and Christian have fun singing and dancing together in entertaining music videos. The fun involved in singing and moving is in focus in these modules. Three of the four friends sing traditional German children's songs, KiKANiNCHEN classics and completely new songs.



„BOX OF STUFF“ (3'30)

Each day, Kikaninchen and Anni, Christian or Jule invite the children on an imaginary journey. The actors find everything they need for it in the big „box of stuff“. This is how an umbrella becomes a rocket or a red bouncy ball turns into a colourful dragon's egg. There are no limits when playing using one's imagination. All you need is some cut-up paper and all conceivable worlds can come to life.



ADVENTURE (1'00 – 1'30)

Kikaninchen thinks the world is exciting, and has daily adventures making new discoveries and experiences. The rabbit is interested in and enjoys simple things and phenomena. Kikaninchen always comes up against some kind of obstacle, but never gives up and always finds a (surprising!) solution, either alone or with help. Will it be able to tame the garden hose snake? And how does it use old pots to make great music? In these modules, Kikaninchen explores the world of cut-outs without its adult friends from the real world.

Format slot components



STORY CUSHION (3'30)

Anni, Christian or Jule tell Kikaninchen interesting stories on the big cushion. Kikaninchen interferes in these stories, sometimes more and sometimes less. The rabbit sometimes wants the story to have a particular twist or continues to tell a part of the story itself – or simply wants to be surprised. Changing and minimised animated illustrations are shown in the background. It is a module that builds on the classic „reading“ of picture books.



STORIES WITH CUT-OUTS (0'20 – 3'00)

Paper cut-outs, from which all the KiKANiNCHEN worlds are created, are prominent in these stories. Designing with paper is shown in a comprehensible way and stimulate the imagination of the viewers. Kikaninchen and Christian, Anni or Jule together develop a figure, and bring to life a simple cut-out using just a few things. There are also very simple animations, in which a cut-out can change completely with small additions provided by some coloured pencils. A game belongs to this category as well: cut-outs on cards provide the basis for endlessly extendable crazy stories.



SOLO (2'00 – 3'30)

The solo modules are purely live-action pieces, in which Kikaninchen either does not appear or does only on the margins. Anni or Christian perform solo, addressing the viewers directly. They look into the camera. They use the simplest means for the stories: riddles, movement, singing and word games. Anything that kindergarten and pre-school children find funny can be used as material. Minimised animation with cut-outs in the background provides support for the storyline.

Figures

Kikaninchen

Kikaninchen is a happy, childlike figure full of curiosity: just like the KiKANiNCHEN viewers. Together with its grown-up friends Anni, Christian and Jule, the rabbit guides them through the KiKANiNCHEN format slot and provides television newcomers with short programme sections throughout the morning.

The goal with Kikaninchen is to create a positive figure with which pre-school children can identify: the character is not gender-specific and thus offers all children the potential for feeling association with it. It should be perceived by children as a model for an active, interested and communicative child.

**Friends
and
companions
for pre-
schoolers**



Anni, Christian and Jule

Christian (Christian Bahrmann), Anni (Stefanie Bock) and Jule (Julia Becker) are the best friends of Kikaninchen and thus the real main players in the KiKANINCHEN pre-school world. They act both together with Kikaninchen and alone, but never as presenters. They take the audience seriously, are authentic and are always on the children's

wavelength – but never childish. Their age is irrelevant. They have an open, friendly, winning nature and provide fun for everyone. They always have good ideas, and know wonderful stories, games and songs. They are therefore the ones who animate, enliven and motivate the viewers, promoting interaction and always encouraging them.

Anni, Christian and Jule are Kikaninchen's grown-up friends

Kikaninchen and its friends

Kikaninchen encounters many friends in its world. These can be animals like the Elephant, Giraffe, Monkey and Crocodile as well as Grandpa Otto, Philippa and Witch Schnappelschnut. The figures are composed of colourful cut-outs, material details and characteristic line drawing. The individual levels can be moved using a type of cut-out animation.

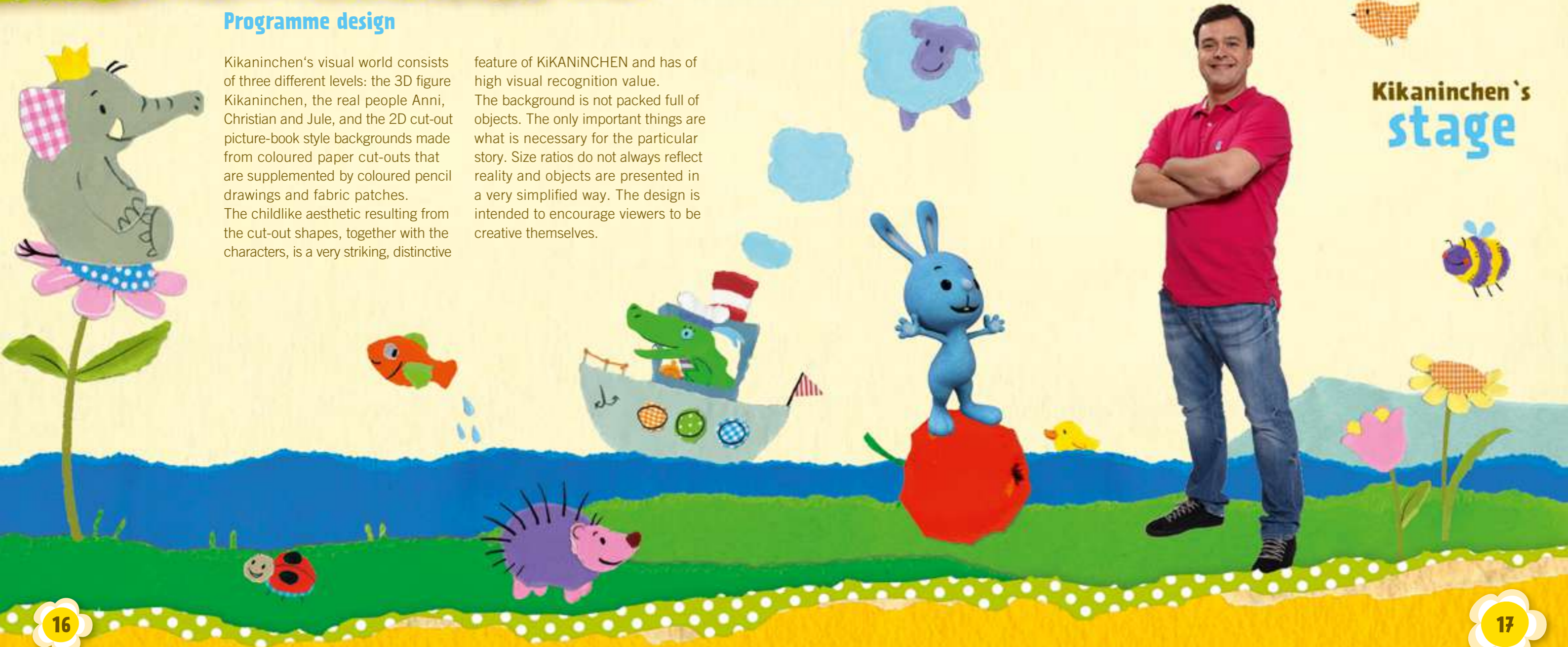


Programme design

Kikaninchen's visual world consists of three different levels: the 3D figure Kikaninchen, the real people Anni, Christian and Jule, and the 2D cut-out picture-book style backgrounds made from coloured paper cut-outs that are supplemented by coloured pencil drawings and fabric patches. The childlike aesthetic resulting from the cut-out shapes, together with the characters, is a very striking, distinctive

feature of KIKANINCHEN and has of high visual recognition value. The background is not packed full of objects. The only important things are what is necessary for the particular story. Size ratios do not always reflect reality and objects are presented in a very simplified way. The design is intended to encourage viewers to be creative themselves.

Kikaninchen's stage



Educational concept

The makers of KiKANiNCHEN follow the guiding principles and fundamental assumptions of the co-construction educational approach. This educational approach brings about learning through communication and collaboration.

A particular area of interest for those responsible for the programme is the cooperation with parents and with institutional or academic education partners on the basis of a shared vision of education – Kikaninchen is not only a friend and companion to the children, but also in particular a partner for parents. The range of entertainment on offer – including for children – is now unimaginably vast. Many parents feel a sense of uncertainty. KiKANiNCHEN provides reassurance and gives them the chance to be actively involved in their children's first experiences of watching television.

The makers think it is important for the main character Kikaninchen, with which children identify, to be very well-liked by the viewers. This is because the special opportunities for development and education offered by the medium of television arise from the emotional effect of the characters with which the children identify and which they love. Kikaninchen, as a representative of the children, tackles questions and issues that are relevant to them. The content that is provided is close to the conceptual thinking and environment of pre-school children. The issues are dealt with in a multifaceted way: in songs and stories in the world of cut-outs that Kikaninchen experiences alone or with his grown-up friends or while communicating with children.

The programmes do not “raise a teacher's pointing finger”. The programme is based on an active,

self-aware and co-creating image of childhood: children are actively involved in the process of their personal development. This means Kikaninchen

may also sometimes be cheeky, grumpy and change what the grown-

ups have made. It interprets the world according to Kikaninchen's taste and understanding.

Set rituals provide children with important guides in the structure of the programme: the programme starts with a greeting, and in the middle part Kikaninchen is usually out and about with friends, and they solve problems together. At the end, there is a goodbye with a kiss on the forehead. The KiKANiNCHEN brand works so well because it offers children high-quality entertainment as well as meeting high educational requirements.

**KiKANiNCHEN –
a programme
suitable for
children**



Media research

KiKANiNCHEN is confirmed as having high recognition value and high levels of popularity in Germany by the market research institute, iconkids & youth, which regularly conducts representative multi-topic surveys in Germany, including surveys of mothers of children aged three to five. More than two-thirds of the women surveyed stated that their child had already seen the KiKANiNCHEN format slot.^[1]

In Germany, 72% of children aged three to five recognise the character of Kikaninchen, according to their mothers. At 94%, the majority of children have a positive impression of the blue bunny according to their mothers.^[1] The latest study by the International Central Institute for Youth and Educational Television (IZI) supports these findings: Kikaninchen is now the most popular character among pre-school children in Germany. The interesting aspect in all this is that the character is not clearly recognisable as male or female, making the character equally popular with girls and boys. The character of Kikaninchen was deliberately designed in this way and tests were carried out several times to determine gender neutrality. According to IZI, this means the character greatly helps to eradicate stereotypical gender roles in children's television.^[2]

The Kikaninchen parts, together with other programmes in the KiKANiNCHEN format slot, create the charm of the varied pre-school world. The specific parts featuring Kikaninchen itself are rated as being the most well-known and popular sections in the entire KiKANiNCHEN format slot.^[1]

With regard to the image of KiKANiNCHEN, particular strengths emerge: most mothers associate the programme with a fun format slot that

you can also happily let your child watch alone. KiKANiNCHEN is also associated with high-quality content that helps viewers learn. This also applies to the online content, which the surveyed mothers of pre-school children expect to be secure in terms of child protection, in particular, and to provide educational ideas and advices.^[3] In Germany, KiKANiNCHEN is therefore known as a safe and entertaining pre-school programme in all media formats.

**Kikaninchen –
a favourite
character
amongst
pre-school
children**

- [1] Source: iconkids & youth – representative multi-topic survey amongst mothers of children aged between three and five, Munich, November/December 2017, questionnaire regarding the recognition and assessment of format slot, figures and programmes in the format slot; basis: n = 365 and/or those who are familiar with the programme.
[2] Source: International Central Institute for Youth and Educational Television (IZI) – Representative survey of children aged between three and five, Munich, November 2017. Survey regarding popular television figures. Basis: n = 369.
[3] Source: iconkids & youth – multi-topic survey of mothers of children aged three to five, Munich, December 2014. Survey about time slot, expectations regarding the format slot and online content (assisted survey). Basis: n = 362 and those who are familiar with the content.



Selected episodes



The little dragon

Kikaninchen runs through the dark wood with a lantern. When the lantern goes out, a small dragon helps Kikaninchen.



Archery

Kikaninchen and the native American girl Eaglefeather are having a competition using bows and arrows when it starts to rain. To drive away the dark clouds, the two of them perform a rain dance.



In outer space

On a rocket journey through space, Kikaninchen meets a giant fish. Or is it really rather small? It doesn't matter, it's a new friend in any case and joins Kikaninchen in the spaceship.



In the jungle

When flying through the jungle, Kikaninchen gets stuck in a tree and urgently needs help! Luckily a monkey sees that Kikaninchen is in trouble and jumps to the rescue.



The bathtub pirate

Kikaninchen is the bathtub pirate in the bathtub sea with mountains of foam, sea dwarves and soap whales. And then there's a shampoo fish too...



The pancake trick

Solo for Christian! Christian is a master pancake maker and wants to demonstrate a fantastic pancake trick. Unfortunately, the trick doesn't work out quite as planned – but Kikaninchen still thinks it's great!



The flying Christian

Solo for Christian! Today, he proudly presents his latest and greatest invention: rocket shoes! But you have to learn how to fly...



Fire alarm

In Kikaninchen's world, a blue flowerpot becomes the blue light of the fire brigade. Kikaninchen and Christian are immediately on their way to the next job, singing as they go: the ill dragon has coughed and snorted so much that he's set his own cave on fire! Christian and Kikaninchen also have to beware of the dragon's fiery breath.



The T-Rex

With a lust for adventure and a very special „machine for attracting dinosaurs“, Kikaninchen and Anni set off into the world of cut-outs. Here they meet the most dangerous dinosaur of them all: the Tyrannosaurus Rex! Unfortunately, the dinosaur has a problem but Kikaninchen very bravely helps the T-Rex.

Join us in Kikaninchen's world!



Cross-media worlds

The high quality of KiKANiNCHEN is also reflected in the digital content. Just like the television programme, the website and app are also adapted to the development and needs of pre-school children. The content has been developed in close collaboration with media educators, in order to provide children with a secure space in which to gather their first online experiences.

Website

The online content of KiKANiNCHEN is designed to offer the youngest media users a protected and intuitive space in which to play, learn, develop their own ideas and experiment with their first experiences of interactive content. Children can find the latest videos, games, songs, art and craft ideas associated with the current TV programme.

Parents and educationalists are provided with information about the educational concept of KiKANiNCHEN as well as work materials and ideas on how to support and assist pre-school children properly in dealing with everyday media.

Award-winning content – in 2017, the KiKANiNCHEN online world received the coveted GIGA-Maus Award in the category „Best Game“ [1].

App

The app allows children to become immersed in the lovingly designed world of cut-outs. Together with Kikaninchen, they can go on exciting tours of discovery, creating animal cut-outs in the farmyard, and inventing and testing adventurous vehicles. The app also allows the youngest users to watch their favourite episodes from the KiKANiNCHEN television series.

The app is not intended to be a game, but is designed as a versatile toy and aid with a focus on playful discovery and experimentation, inspiring and fun games without any time pressure, creative design and music-making. An app that grows with the child and allows the child to grow – without adverts or content that could frighten or overtax pre-school children. The app works without any text and is easy to use, making it ideal for pre-school children over the age of three year.

KiKANiNCHEN
on all
plattformen

160.000
downloads
within
6 weeks
of publication

[1] At the Frankfurt Book Fair in April 2017, the family journal ELTERN family gave the GIGA Maus award to the best family-friendly games and learning software and online products. The content of the website for the pre-school programme KiKANiNCHEN was chosen as best game in the category „Children aged 4 to 6“.



Kikaninchen's colorful world

Merchandising

The outstanding quality of the content means KIKANINCHEN has an enormous licensing and marketing potential. KIKANINCHEN has become established as a quality brand in Germany, both in the TV and licensing market, and enjoys very high acceptance among children and parents. Key factors in developing licensed products are quality, credibility and playful communication of knowledge. The licensing team has passionately developed more than 75 different products so far, in various product categories, together with 13 well-known licence partners in Germany. An advantage for future licence partners is that they will benefit from a comprehensive, professional artwork and style guide.

KIKANINCHEN licence partners



KIKANINCHEN products



DVDs, music albums, audio books and tableware

We sing,
dance
and laugh
the whole day
long!

I play
everything
I want to
every day!



Cuddly toys, other toys and apparel



Puzzles,
painting,
learning –
that's
fun!
Dibedibedab!



Activity books, magazines and mini-books

Credits and sources

Programmes: KIKANINCHEN

Performers: Christian Bahrmann (Christian), Julia Becker (Jule), Stefanie Bock (Anni) und Kikaninchen (Stimme: Maximiliane Häcke)

Directors: 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**

Last revised: January 2018, we reserve the right to make changes
© KiKA – Der Kinderkanal von ARD und ZDF 2018
licensed by ZDF Enterprises GmbH, Mainz

Picture credits

KiKA/Carlo Bansini S. 9

KiKA/Jenny Siebold S. 14





CONTACT



**ZDF Studios GmbH
Department Junior**

**Erich-Dombrowski-Str. 1
55127 Mainz, Germany**

T: +49 (0) 6131 - 991 1711

**junior@zdf-studios.com
www.zdf-studios.com**