

## Information from CITV and Nickelodeon UK

**CITV's** purpose is to kick off children's relationship with ITV by being Britain's children's entertainment brand. Uniquely targeted at two distinct age groups, a preschool school audience and a school age audience of 4-9 year olds, the channel offers the very best in fun and entertainment for children with a wide mix of award winning programmes. The schedule includes some of CITV's already hugely popular programmes, such as *Horrid Henry*, *Emu*, *Curious George*, *Pocoyo* and *Tricky TV*.

Commissions over the past year have included a 5th series of our make and do format *Fingertips* and series 2 of popular comedy drama *Emu* and most recently a 2nd series of BAFTA award winning *Bookaboo*, and a 3rd series of the hugely popular entertainment format *Tricky TV*.

We have also had great success across 2009 in working in partnership with advertisers and well known brands. *Green Up Your Life* - a ten part factual entertainment show in collaboration with British Gas, *Wild World* – a ten part wild life series for the younger viewer in collaboration with Kids Activity Days, *Skillicious* – a high energy entertainment format in collaboration with Britvic Fruitshoots H2O and *Farm Camp* – a ten part factual entertainment series in collaboration with Morrison's. We work very closely with our commercial sales teams to build our relationships with advertisers and we hope to bring more AFP's to CITV in 2010 and going forward.

CITV no longer is able to fully fund commissions so any ideas which are submitted to us will need to have some funding or co-production in place. We are open to working on a pre-buy or straight acquisition basis as well as commissioning. We are currently in negotiation with 3 production companies to commission 3 new shows for 2010 therefore our commission budget has been spent for 2010. In terms of acquisitions, we have a very small budget remaining for 2010 which we anticipate will be used to pick up an animated show for our after school weekday slots.

Below are a few CITV facts:

- CITV is the highest rating commercial children's channel, as well as the only commercial children's channel available free on Freeview.
- Looking at all children's channels (including non-commercial) CITV is the 4th best performing dedicated children's channel and the 3rd best performing for 4-9s.
- CITV reaches on average 1.4 million children per week which is 18% of the children population\*.
- The creation of CITV Minis in November 2009 led to an overall share rise of 14% from week 45 onwards.

\*(in multi-channel homes)

## **Nickelodeon UK Networks**

Nickelodeon UK currently comprises four channels with very specific needs. The network targets children aged 2-12 years old and can be broken down into the following.

**Nickelodeon** is home to all our key shows with a specific focus on Live Action Comedy. Successful titles include *iCarly*, *Drake and Josh* and *H2O*.

**Nicktoons** is home to all our animation (although our top toons also appear on Nickelodeon). This is where you will find the unforgettable *Spongebob*, *Fairly Odd Parents* and *The Penguins of Madagascar* amongst others. We look to acquire comedy driven animation but will consider action series if they have a comedy skew. This channel is aimed primarily at boys aged 6-9, although it has broad appeal.

2009 BAFTA award winning **Nick Jr** is our dedicated pre-school channel with a target of 2-5 year olds. Our programming should encourage the child to “join in with the adventure” as opposed to passively view. We have many strong brands on these channels such as *Dora the Explorer*, *Ben and Holly’s Little Kingdom*, *Humf*, *Peppa Pig* and many others.

We are always looking for laugh out loud live action ideas for Big Nick that are unique and kid-centric, and since 1995 have run a hugely successful pilot scheme where we produce a pilot episode and then research it fully with our audience before moving to series commission. This has born, most notably, *Genie in the House* which was sold into 100 territories. 2010 will see us launch another brand new live action series which is being fully produced in the U.K with RDF. We are also looking for new ways in which to fund and produce great U.K. content and our BAFTA nominated series *Bratz Design Academy* is an excellent example of how this can be done.

**Nicktoons** will see us launch U.K. produced *Grizzly Tales for Gruesome Kids* in 2010 and we’re currently in production on 26 brand new episodes exclusive to the channel. Short-form content is also important for Nicktoons, and we take feedback from our audience helping informing our decision to move to longform. *Purple and Brown* is a good example of this.

We’re passionate about pre-school and invest enormously in U.K. produced content for Nick Jr. Our recent commissions *Humf* and *Ben and Holly’s Little Kingdom* have brought both ratings success and critical acclaim.

We have the ability to operate on a local level and yet draw on our global expertise and mass in order to bring the very best in kids’ entertainment to the UK audience.

We support various pro-social campaigns throughout the year including: *Nicktrition* which encourages our audience to make healthy lifestyle choices and we’re working with Change for Life on this initiative. *Nick’s Big Green Thing* highlights environmental issues in an accessible way and we’ve teamed up with Childline on our *See Something Say Something* campaign which focuses on the issue of bullying.

All submissions should be made via post to Nickelodeon Acquisitions, 15-18 Rathbone Place, London, W1T 1 HU.

**Key Personnel**

Debbie Macdonald – VP, Programming Director

Peter Drake – VP, Creative Director

Layla Lewis – Senior Programming Manager

Lynsey O'Callaghan – Senior Programming Executive