



Katie (Kaatje)

Januari 2018

Who is Katie?

- Katie is a television character for toddlers between 3 and 6 years old
- On national television, children's most popular channel: Ketnet
- Popular for 10 years
- On television every day



Katie's World

Katie's world is a fantasy world with a solid educational foundation. It stimulates toddlers to use their creativity & imagination in dealing with the world, individual emotions and thoughts in ways that are both inventive and innovative.



Programs



Katie & friends (2010)

Katie is a 5 year old girl. She enjoys her life that is anything but boring for her. She is actively looking for solutions to make things go ahead. She has a high emotional intelligence and works from her belly feeling. Without being aware of it, Katie is a little bossy. But she has superpowers and can do magic by tottering...

<https://www.ketnet.be/node/48530>



40 episodes of each 10 minutes
No M&E tracks
Music & footage cleared
Format available

Katie's Calamaties (2012)

In Katie's Calamaties, Katie, Viktor and Kamiel are looking for creative solutions to recognizable everyday problems. Katie's Calamaties stimulates not only children's fantasy but also language skills and social-emotional (empathy, being angry and sad...) skills of toddlers.

https://www.youtube.com/watch?v=6_aPQznUCSE



*50 episodes of each 9 minutes
M&E tracks available + French (52 ep.) & English (1 ep.)
dub Music & footage cleared
Format available*

Katie Theatre (2014)

The story begins with a talent contest where Katie, Kamiel and Viktor sing and dance together. Until Kamiel suddenly realizes that he's not really human, and without saying goodbye he goes to the forest, looking for himself. Katie and Viktor begin searching for their best friend and once again realize the strength and importance of true friendship.



1 episode of 60 minutes
No M&E tracks
Music & footage cleared
Format available

Katie & buddies (2016-2018)

Each episode starts with a question or a problem. Something where children are concerned about or where they want to know more about. They are curious about the answer or need a solution.

Fortunately, Katie and her friends have a lot of buddies to help them. Because they do not always know the answer themselves, they are meeting children in the real world for advice. They give them tips and information, show them how they handle the same problem, and give the good example.

<https://www.ketnet.be/kijken/kaatjes-kameraadjes/natuur/viktor-houdt-niet-van-wind>



*32 episodes of each 5 minutes
No M&E tracks
Music & footage cleared
Format available*

In figures

- 25% market share
- 1 out of 3 children between 4 and 8 years old watches at least 10 minutes a day
- Katie reaches 50% of the 4 to 8 year olds
- Approx. 1 million views on Youtube
- Online playground: +10.000 visitors each day
- They spend approx. 22 minutes online

Appreciation Parents

- 81% brand awareness
- Katie is seen as content for a target group from 3 to 6 year olds
- Parents think Katie is funny, recognizable, educative and very suitable for children
- Katie would be most missed if she would dissapear from the screen
- Parents see Katie as non-commercial.

Research of VRT's study department - 2016



Not only on television...



Own area in Plopsaland, De Panne (Studio 100)



Performances on Ketnet & Plopsaland events all year long

← Theater Tour since 2014



Successful and safe online environment



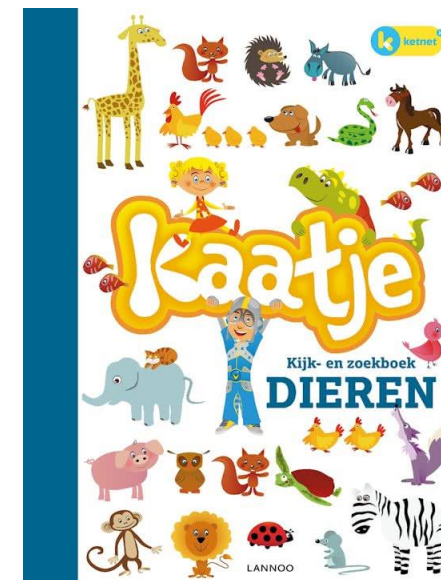
Katie on tour (Music shows)



Succesful merchandising program



DVD collection



Book program



Albums



Onderweg
2012



Kaatje En Haar Dieren...
2010



Kaatje Op Avontuur
2010

Music (videoclips, iTunes, CD)



Katie 2018 – educational approach





January 2018