

A Few Things We've Learned about Streaming for Kids



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When we run into industry execs and producers at content markets like MIPCOM, we get a lot of questions about our business model, the kind of projects we're looking for and how the streaming universe is shaping up in 2013. So, we thought it would be a good idea to share some of the facts about our streaming content experience at Toon Goggles (www.toongoggles.com).



- Entertaining Generation Z:** Those who were born after 2000 have never experienced a world without mobile devices and the Internet. The old entertainment models can no longer maintain the attention spans of young audiences today. Digital media has evolved so much in the last few years that everyone expects entertainment to be fast, user-friendly and on-demand.
- Portable Fun:** Kids love repetition and enjoy seeing favorite shows' re-runs. They're especially platform-savvy, are partial to video on portable devices and have come to think of TV as being like books—something you can carry with you and choose from a library. Parents, meanwhile, like having access to on-demand, pacifying entertainment (think car trips) without commercials and with greater control over episode selection. And their kids will be the video-watching adults of the future.
- What Kids Want:** Toon Goggles caters to today's new generation of kids who want to watch what they want on their own terms. Kids' platforms require engaging content, classic content, popular branded content, educational content, short form as well as content that is visually stimulating. The call for multi-language content continues to grow in the U.S., prompting our move to a multi-language format, too.
- No More Restrictions:** If distributors and producers are looking to get their programs in front of young audiences, without the challenges and restrictions of broadcast networks, they should know that we offer one of the best mobile on-demand UI/UX available for children.
- Original Fare:** We offer an exciting new library full of fresh cartoons, rather than the usual same-old, traditional brands. Shows such as *Bernard*, *Animals*, *I'm a Dinosaur*, *Mouse in the House*, *Eon Kid*, *Gormiti* and *Puppy in My Pocket* give kids a window into the top-notch entertainment produced by creative talent all around the world.
- Celebrating Diversity:** One of our new key initiatives is to meet with rights holders of Spanish, Chinese, French and other international content to offer diversity of multi-cultural videos, expanding Toon Goggles' reach to a whole new range of young consumers.
- Cutting-Edge Technology:** We recently upgraded our platform with a new, enhanced look, and added a section with over 50 HTML5-based games (HTML5-based games can be played on all mobile devices). The update offers kids and their parents an increased selection of "free viewing" content to choose from, and we plan to roll out additional upgrades throughout the year with more activities, possible e-books, etc.
- The Word Is Out:** We're recognized for maintaining one of the best models for getting content in front of young audiences, and producers and distributors are seeing the benefits of our platform. Markets like MIPCOM provide us with a great venue to introduce our streaming platform as well as outline the potential revenue opportunities that rights holders may not be aware of.
- Global Reach:** Toon Goggles has partnered with many of the top international rights holders, including BRB, Millimages, Your Family Entertainment, Motion Pictures and most recently, Mondo TV. We look forward to meeting with new potential partners as we expand the platform's services and increase our library of video content even further.

