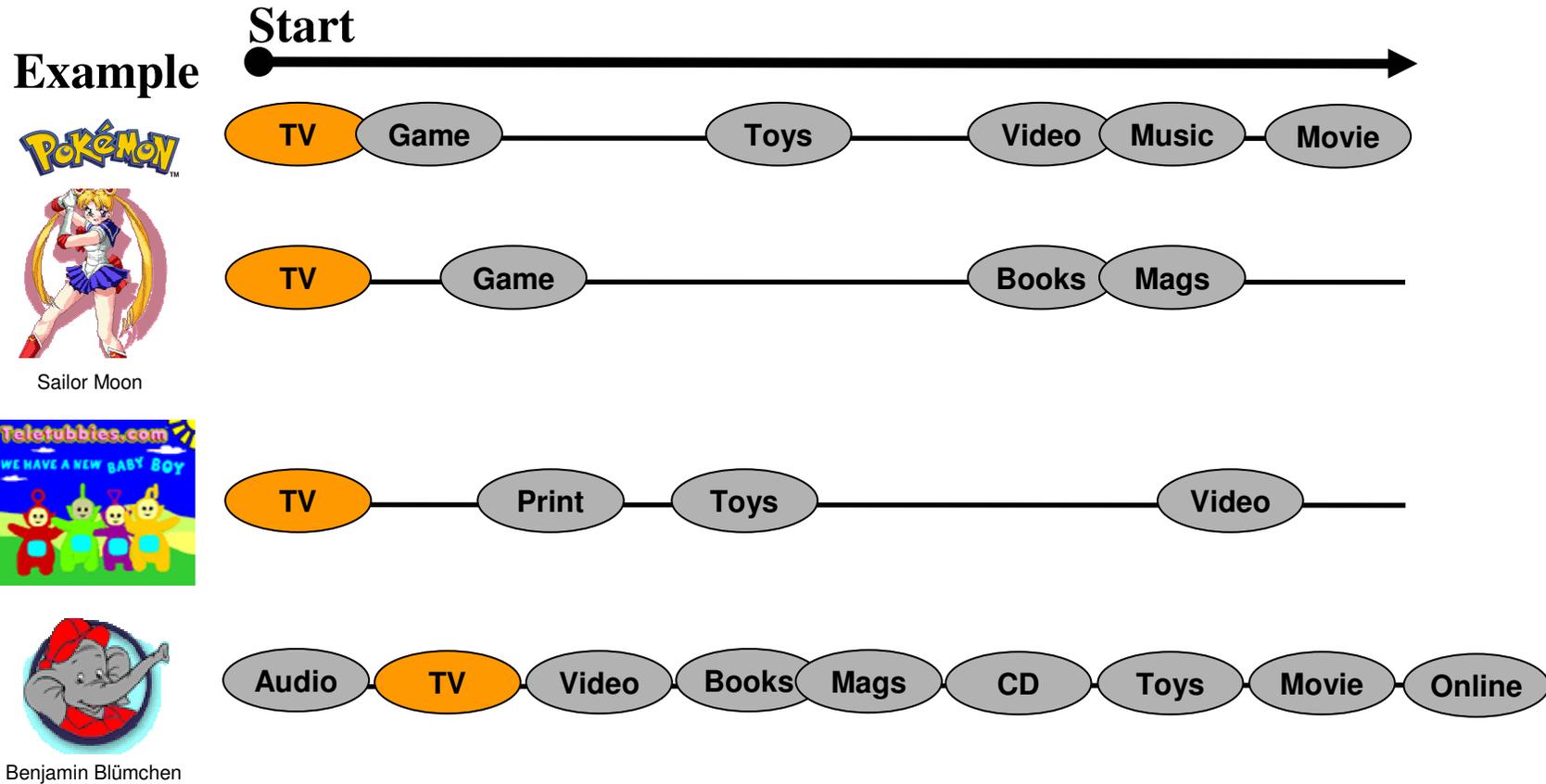


Cross Media in Kids Entertainment

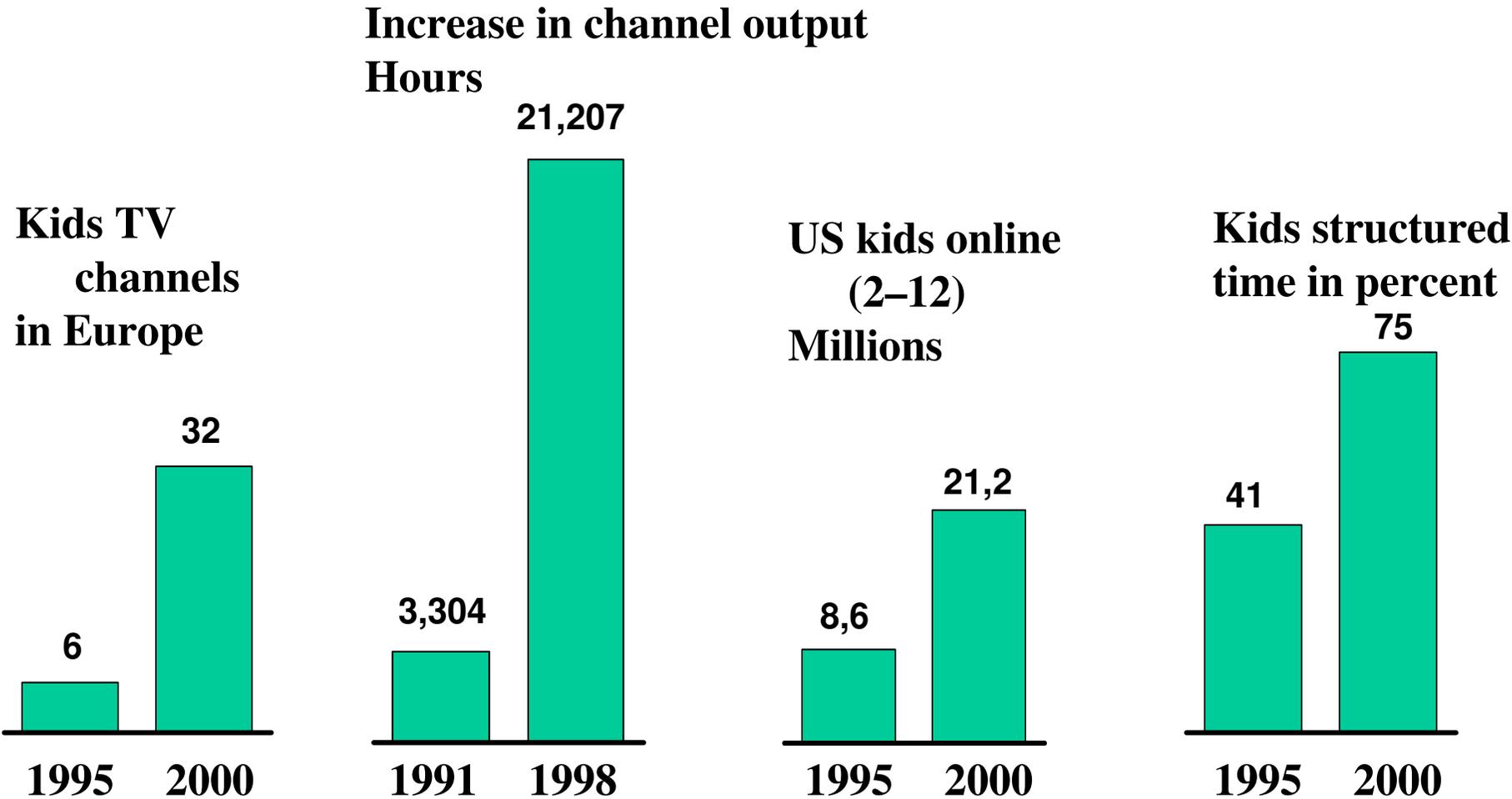
Eckhardt Bültermann

München 21. September 2001

ELECTRONIC MEDIA SUPPORT: A KEY SUCCESS FACTOR TO PROMOTE NEW CHARACTERS



INCREASING OPTIONS AND DECREASING “FREE” TIME



KIDS ARE GROWING OLDER YOUNGER

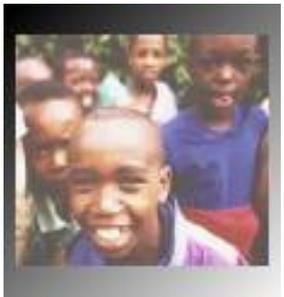
- **Kids are moving out of dolls and action figures at an age of 6. This is 18 months sooner than kids in 1988**
- **”Children’s TV” is only watched by kids being 8 years or younger**
- **Aggressive baby-boom parents press children to excel and enter into organised sports and summer camps**
- **”The mantra is: I want my kid to be ahead of the curve”**



EVERYBODY NEEDS A CODE TO LIVE BY



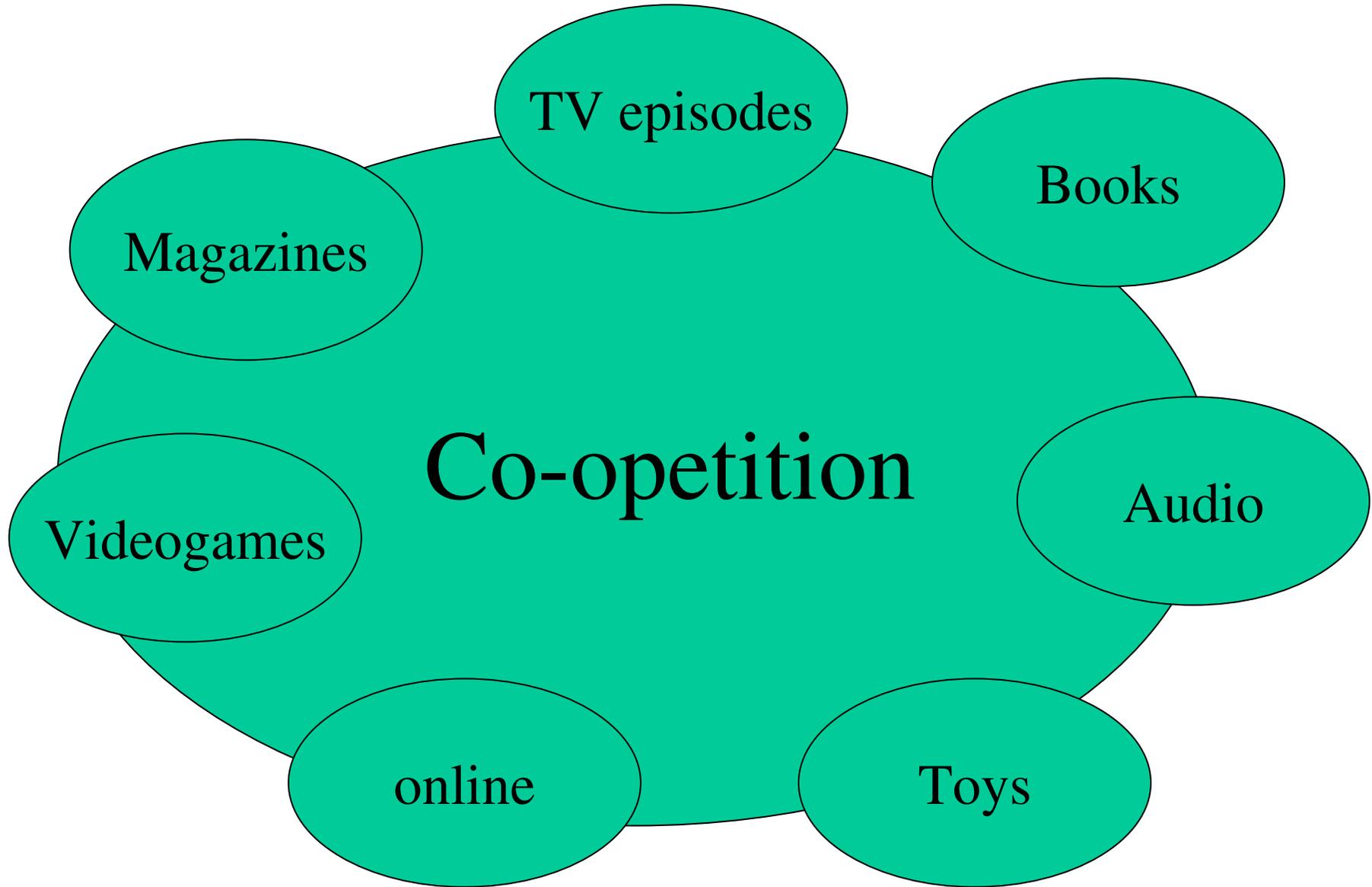
At the time when children have historically been taught a code by parents, children are learning external codes from the media and consumer brands



Codes provide social capital to children who are learning how to behave in groups



A child cannot be part of a group if he or she does not know the code



TV episodes

Books

Magazines

Co-opetition

Audio

Videogames

online

Toys