



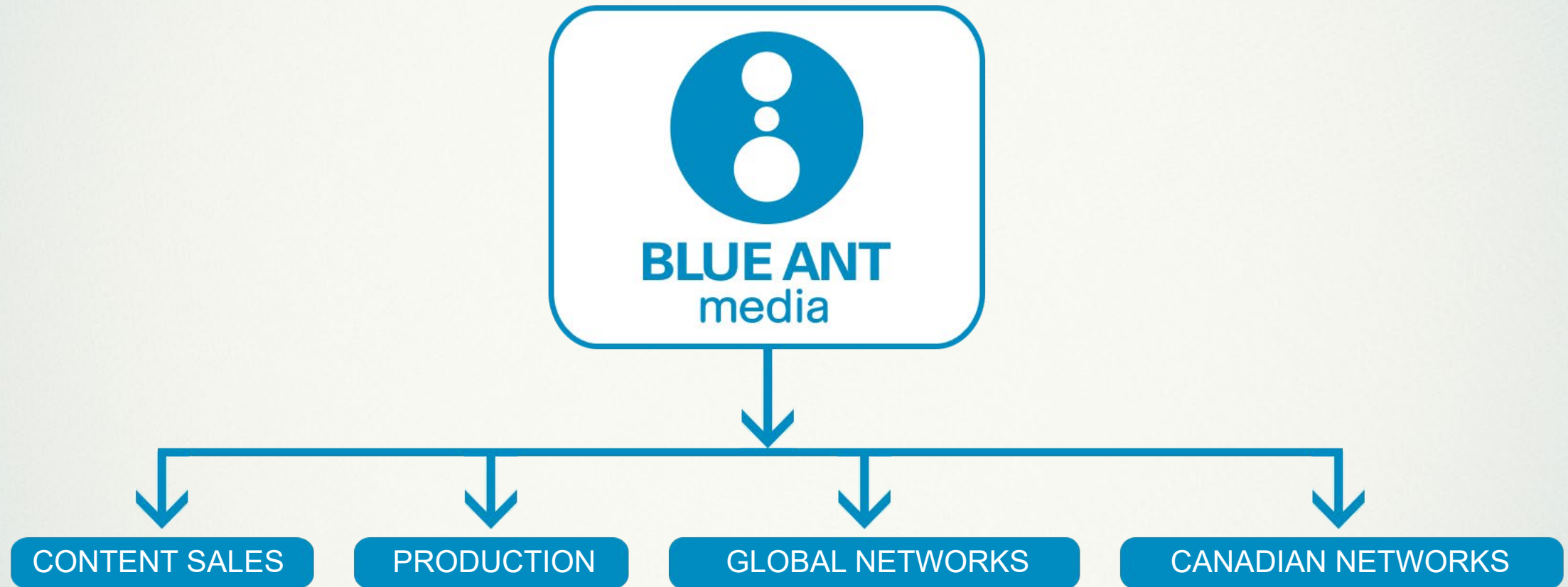
**BLUE ANT**  
media

"CONNECTING PEOPLE TO THEIR PASSIONS"

**GLOBAL NETWORKS**



WE ARE



• LOS ANGELES

• TORONTO

• LONDON

• BEIJING

• TAIPEI

• SINGAPORE

OFFICES  
IN  
9 CITIES

• SYDNEY

• DUNEDIN

• AUCKLAND



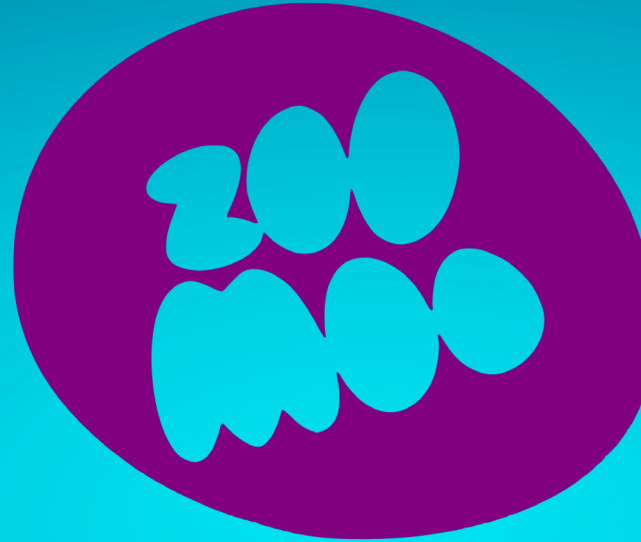
BLUE ANT  
media







Kids aged 2-7



**TARGET GROUP**



Their parents too





# UNIQUELY ZOOMOO



World's first fully interactive pre-school channel  
dedicated entirely to animals and nature



Mix of puppetry, animation and live action



Collaboration between the world's foremost wildlife  
filmmakers and renowned early childhood  
educationalists



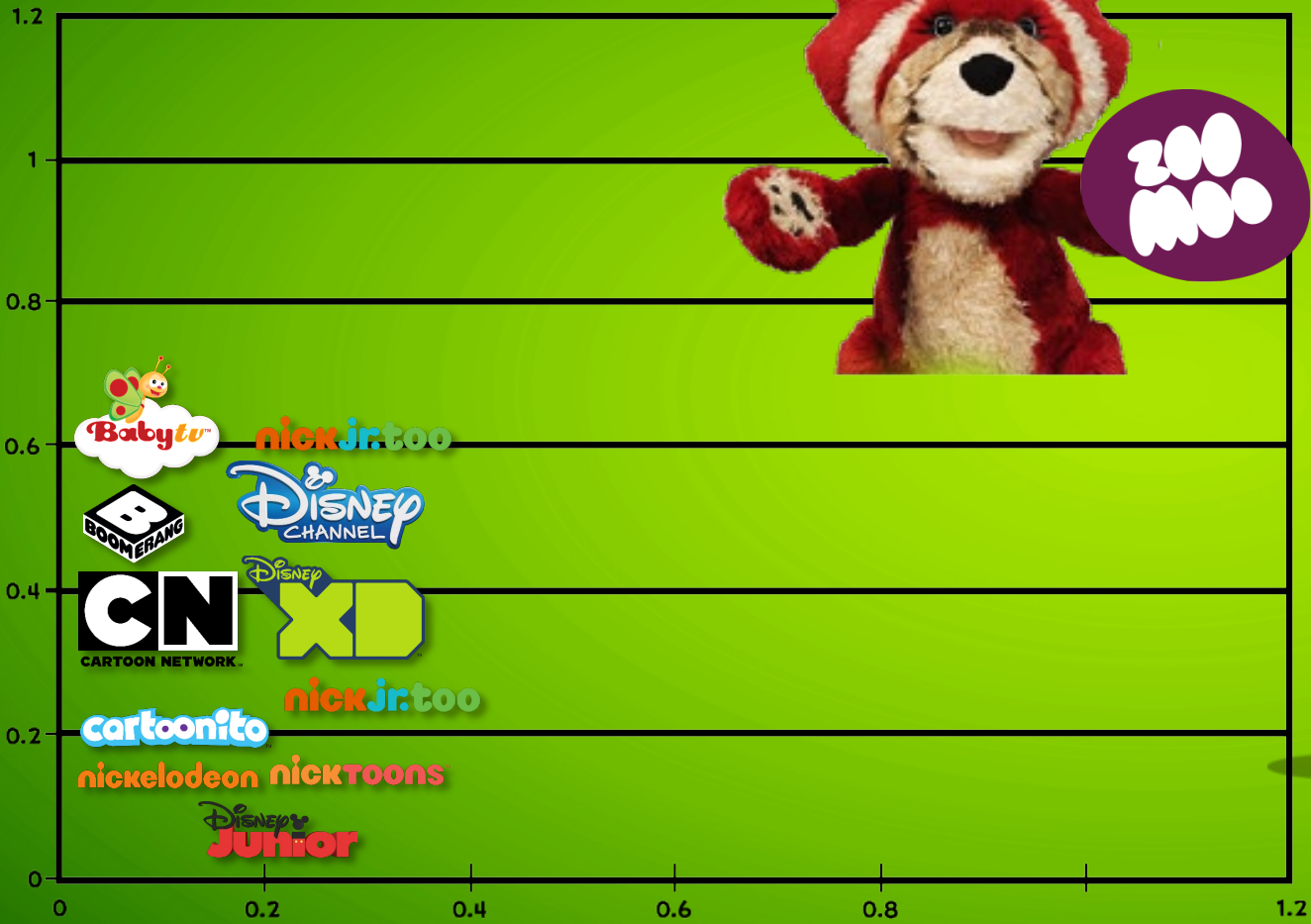
Revolutionary ZooMoo Second Screen app becomes an  
extension of the television screen, enhancing the  
viewing experience

# BUT WHAT DO FAMILIES INCREASINGLY CARE ABOUT?



ZooMoo is the only children’s channel dedicated to nature conservation and education

EDUCATIONAL VALUES



NATURE CONSERVATION VALUES





# ZOOMOO CONTENT

Content is organized based on the following strands:



## ACTIVITY BASED

arts & crafts;  
storytelling;  
music



## CHARACTER LED

favourite  
characters  
featuring in the  
show



## THEME

focus on a  
particular  
animal,  
location,  
season



## YOUNG BLOCK

for the tiny  
ones



## ZM FAVOURITES

selection of our  
favorite shows  
and premieres



## SPECIALS

tie into special  
holidays,  
celebrations  
and animal









# THE ZOOMOO APP

The revolutionary ZooMoo app is synchronized to the broadcast, thanks to an acoustic watermark.

This remarkable technology transforms ZooMoo from a channel, into a gateway to an interactive world of ZooMoo Island!

Standalone app  
or sync  
it to  
ZooMoo  
channel

No WIFI  
required  
after  
initial  
download

App is  
FREE!

No in-app  
purchases or  
advertising

Learn  
AND  
Play





**WE WANT YOU!**

24-hour pre-school kids linear channel  
S/VOD library  
SVOD Application  
Interactive Educational App



# GLOBAL OVERVIEW



29  
countries



38  
platforms



100m  
viewers reach



450K  
Zoomoo app  
users

ZOOMOO IS GLOBAL AND GROWING!





# PLATFORMS WE ARE ON

**CCTV**

**sky**



**DIRECTV**



**fetch**

**7plus**



**FiRST**  
MEDIA



**CANAL+**

**easyTV**



**KVISION**



**Digicel**  **play**



TVPlayer







**BLUE ANT**  
media

"CONNECTING PEOPLE TO THEIR PASSIONS"

**THANK YOU**