

P l a y

S c h o o l

AN INSTITUTION FOR GENERATIONS
OF PRE-SCHOOLERS



Brand



An iconic children's brand, loved by generations of pre-schoolers

- The longest running children's show in Australia, and the second longest running worldwide
- For over fifty years, it has remained touchstone for the vast majority of Australian pre-schoolers
- Reflects a modern, diverse society with a range of family situations and experiences
- Broadcast three times daily, *Play School* has new content in constant development
- Brand perception – iconic, unique, child-centred, high quality
- Winner of a Logie Award for Most Outstanding Achievement in Children's Television, and inducted into the Logie Hall of Fame
- Well supported in Australia by numerous brand extensions including books, DVD and online video content, music, apps, merchandise and live events
- Over 45% of Australian parents with pre-schoolers at home own a *Play School* product, with Art Maker and Play Time apps totalling more than 550 million screen views
- Since 2001, more than one million Australian children have experienced the magic of a live *Play School* Concert
- There are currently over 100 *Play School* products available in the Australian market place, with 66% of pre-school parents indicating future purchase intent
- The extensive catalogue of *Play School* books has sold well over 1 million copies in the Australian market



Format



A warm and timeless program delivering consistent audience loyalty and frequency

Play School is daily appointment viewing for pre-schoolers – a half hour date with favourite toys and presenters. Each week a new theme is explored, and each episode contains games, stories, songs and a variety of play activities.

FORMAT ACTIVITIES

- The weekly overarching theme (such as Dinosaurs, Opposites, Zoo Animals) is developed in different ways depending on the day
- The daily format includes telling the time with the rocket clock, story time, through-the-windows (from which audiences peek into the wider world), as well as a variety of games, songs, and crafts ideas to make and do

PRESENTERS

- Features some of Australia's best, brightest and culturally diverse talent as regular presenters, as well as celebrity guests

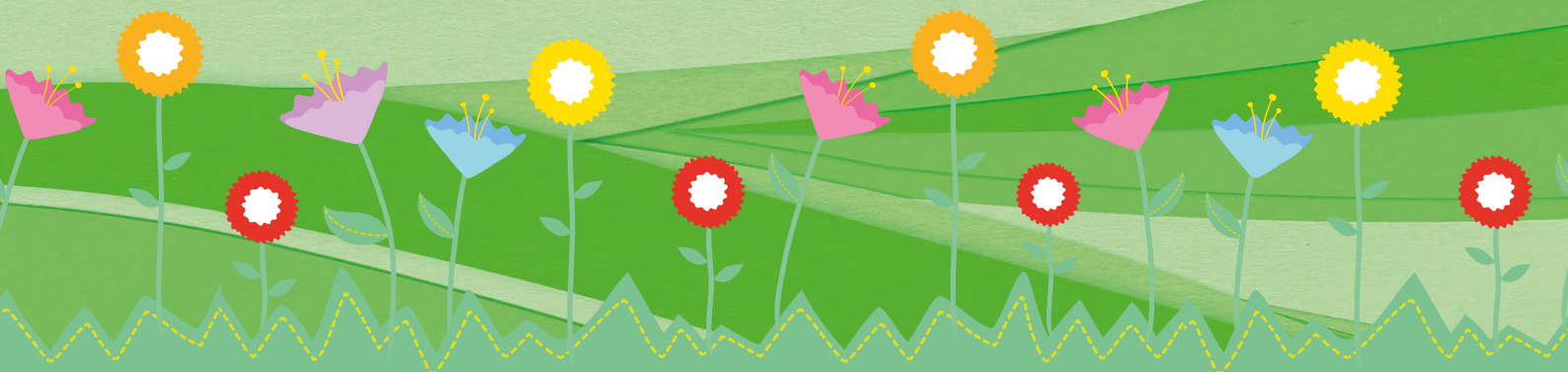
- In each episode, two or three presenters directly engage with the child at home; the audience's understanding is never underestimated, with presenters leaving time after they speak to camera to allow for the children at home to speak back to them – **developing trust and a strong personal connection**

TOYS

- **Foundation toys** Jemima, Humpty, Big Ted and Little Ted are synonymous with the brand itself, and continue to appeal to **cross-generational audiences**
- **New toys**, such as fan favourite Joey, are introduced to the series over time, to keep the **content dynamic**

AUDIENCE

- With its warmth, colour and humour, *Play School* appeals strongly to pre-school audiences, while its 'learn through play' philosophy ensures it resonates with parents, grandparents and carers



Finished Tape Sales

Long Running Series

Open wide, come inside, it's *Play School*

The longest running children's show in Australia and the second longest worldwide, every episode of the acclaimed *Play School* features a world of wonder and creativity guaranteed to engage pre-schoolers as they learn through play.

NEW TO MARKET

SD Long Running Series x 30'
Australian Broadcasting Corporation

Story Time

Much loved celebrity friends help make story time special

This delightful series features a host of much loved Australian and international celebrities, snuggling up on the *Story Time* couch to read entertaining picture books from a variety of acclaimed children's authors.

Joining Jemima, Big Ted, Little Ted, Joey and Humpty on the sofa are special guests including David Walliams, Rove McManus, Nakkiah Lui, Marta Dusseldorp, Kat Stewart, Casey Donovan and more. Story books featured include *Pig the Winner* by Aaron Blabey, *Snail and Turtle Rainy Days* by Stephen Michael King, *Ducks Away!* by Mem Fox and Judy Horacek, and *Where is Bear?* by Jonathan Bentley and many more from a host of beloved authors.

NEW TO MARKET

Series 1: HD 7 x 4-8'
Series 2: HD 17 x 4-8'
Foreign Language Versions: HD 4 x 4-8'
Australian Broadcasting Corporation

Stop, Look, Listen

A short-form mindfulness program that encourages thinking, feeling and curiosity

This joyful series features young children engaged in sensory experiences. Episodes take place in stunning natural environments and feature calming activities such as a rainforest walk, exploring rockpools on a beach, feeding animals on a country farm or playing in the snow. The soundscape features natural sounds, along with gentle music and observational comments from the children involved, providing a meditative slow TV experience allowing children time to think, feel and wonder at the natural world around us.

NEW TO MARKET

HD 45 x 1-2'
Australian Broadcasting Corporation

Adventure Series

A standalone series featuring a favourite character embarking on an adventure, accompanied by friendly *Play School* hosts.

NEW TO MARKET

Maurice's Big Adventure HD 12 x 5'
Joey's Big Adventure HD 13 x 4

Jemima's Big Adventure HD 10 x 3'
Humpty's Big Adventure HD 16 x 4'
Little Ted's Big Adventure SD 20 x 3'
Big Ted's Big Adventure SD 20 x 4'
Australian Broadcasting Corporation

Content Sales

abc.contentsales@abc.net.au
abccommercial.com/contentssales



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