

The logo for Kika, a children's channel, is centered within a large, light blue speech bubble. The word "Kika" is written in a bold, yellow, stylized font with a dark blue outline. The letters are blocky and rounded, with a small square cutout in the top of the letter 'i'.

**Kika**

The Children's Channel of ARD and ZDF





The Children's Channel of ARD and ZDF is a joint facility operated by the regional broadcasting stations of ARD and by ZDF. Since 1997, content intended especially for children and parents has been shown by this interlinked system. Knowledge, education, culture, advisory programs, information, entertainment, and the teaching of values all make up KiKA's service portfolio.



## KiKA FOR ALL

KiKA is the whole world of children, and KiKA is the whole world for children: all genres, all topics. Everything that will interest them, affect them, concern them, and fill them with enthusiasm. KiKA is a confidence-instilling partner that will accompany children through crucial years of their lives; that will inspire, inform, and motivate them, will be fun for them and make them stronger, provide them with a sense of security, and communicate the meaning of values to them. Wholeheartedly and with lots of passion: for good-quality, high-value contents and galvanizing stories. KiKA is the secure media space where children are taken into consideration for all that they are, and where all are welcome.



## JOINING IN ON ANY OCCASION

KiKA will be where children are. Everybody will utilize and experience KiKA the way it suits them best at any given time. With your family on the sofa in front of the TV set, on the move with friends using your smartphone, or alone on your tablet before you go to sleep – there are offers that will fit any mood, any age, and any occasion. At home or mobile, linear and on demand. Selected carefully, age-appropriate, and in line with your interests. KiKA can provide the cross-platform range of content for children and families.







## EXPLORING THE WORLD TOGETHER

Understanding the world's complexities, probing into life, comprehending interrelations, staying inquisitive. KiKA will be there to give answers and classify things so that children will grow up informed, educated, open-minded, and prepared in the best possible way: feeling secure and strong in everyday encounters, during voyages of discovery and adventures – from the tiniest microcosm to those large-scale interconnections, asking critical questions, with our eyes open and inquisitive minds.





# YOU AND ME TOGETHER

All children are part of KiKA, and KiKA is part of their world: multicolored like a paintbox, colorful like a rainbow, unique like each individual: this is what the world looks like, this is how all of them together are. A community where each and every one is exactly right and welcome in their own way, and everybody can have their impact. Open-minded, without prejudice and barriers, and respectful at all times. With KiKA, all are on an equal footing.







## FIRING OUR IMAGINATION

The most enjoyable pictures are not hanging on a wall but are created in the mind. Children love stories, and KiKA will tell them. Stories for children, about children, by children, with children. Stories that will touch hearts, open up worlds, invite to fantastic journeys, widen horizons, have tangible connections with life, or are simply just fun. Full of hope and laughter. KiKA is a world full of favorite moments.



# RIGHT IN THE MIDDLE OF LIVE

What is important? What is right? What is truth? Understanding interrelations, acting and deciding in a competent fashion, showing attitude. KiKA imparts values and knowledge, demonstrates perspectives and effects. KiKA makes children strong and self-confident: so that they can form an impression, take a view, and make responsible decisions. For themselves and for others in order to stand up jointly for a better world for everybody to live in, today and in the future.







## EXPERIMENTING OUT OF CURIOSITY

Letting go will work best if you can cling to something. KiKA reaches out to children, giving them and their parents security. Multiple options of participation and offers of exchange will provide scope for experimenting and testing: never alone but always together with others, and accompanied by the work of dependable media educators so that children can start down their paths, well prepared to let life fill them with enthusiasm.



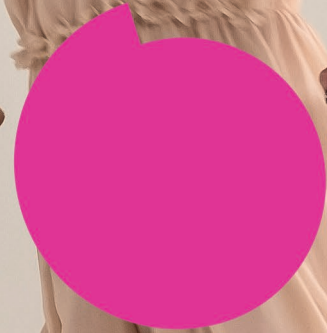
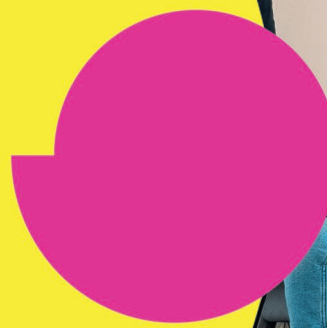
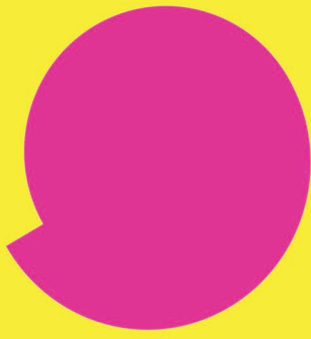
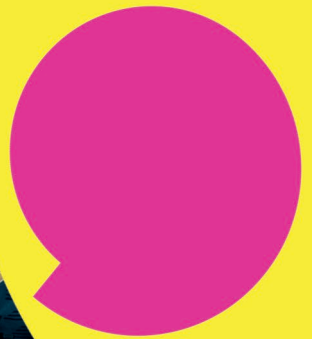
# KiKA FOR YOU

KiKA is about nothing less than our future. After all, children will be the designers of tomorrow. Therefore, the programming editors of KiKA, ARD, and ZDF advocate for giving children a voice, and for being their dependable partners. What an open society needs are critical, confident, committed, and creative people who will stay inquisitive and have the courage to think for themselves and take responsibility both on the large and small scale. KiKA will provide support, inspiration, orientation, and incentive. With lots of imagination and in good spirits.





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KiKA lives on strong brands that will show us new things, and will be dependable companions. Formats that will inspire, provide incentives to join in and participate in discussions, and take children seriously. Orientation, entertainment, counseling, and information for children. For all. For you.

CHECKER WELT

TEAM Timster

DURCH DIE WILDNIS  
DAS ABENTEUER DEINES LEBENS!

KIKANINCHEN

DIE WG

Die Pfefferkörner

123  
SESAMSTRASSE

Find me in PARIS

DIE SCHLÜMPFE

1,2,3 ODER

Wissen macht Ah!

SiEBEN Stein

logo!

Tilda Apfelkern

SCHAU IN MEINE WELT

CLUB

DIE BESTE KLASSE DEUTSCHLANDS

Tiere bis anfers Dach

Tanz ALARM

Schloss EINSTEIN

Beutefomäus und der wahre Weihnachtsmann

mia and me

PUR+

SING! ALARM

BAUMHAUS

Die Maus

KA LIVE

DEIN SONG

CHECKPOINT

LÖWENZAHN

Unser Sandmännchen

BERND DES BROT

YAKARI

# Editorial Information

Der Kinderkanal von ARD und ZDF [The Children's Channel of ARD and ZDF]

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für  
dich

**KiKA**  
von ARD und ZDF

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