



# el reino infantil

COMPANY OVERVIEW





**El Reino Infantil** is a global entertainment brand that focuses on creating and distributing family-oriented content.

It features a kids' content network with **over 230 million subscribers** on YouTube in ten languages including the most viewed Spanish channel worldwide with **60 million subscribers**.

MULTILINGUAL



+230M  
SUBSCRIBERS

+170M  
DAILY VIEWS

 il regno  
dei bambini ★

 the children's ★  
kingdom

 o reino  
infantil ★

 regatul  
copiilor ★

 детское  
королевство ★









 어린이  
왕국 ★

 le royaume  
des enfants ★

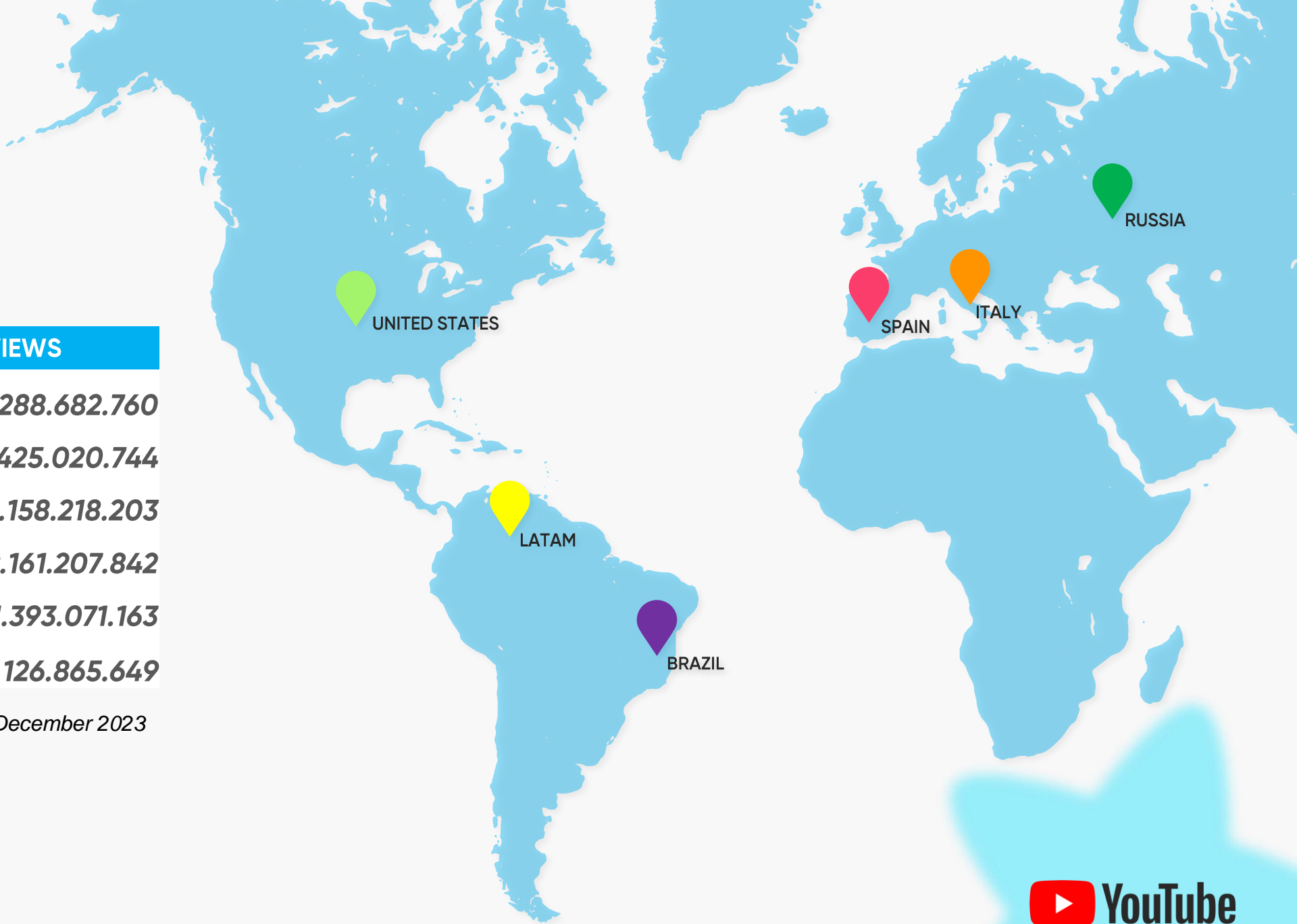
 im königreich  
der kinder ★

 the children's ★  
kingdom  
hindi

# AUDIENCES

COUNTRIES	VIEWERS	VIEWS
LATAM		159.288.682.760
BRAZIL		25.425.020.744
UNITED STATES		13.158.218.203
SPAIN		9.161.207.842
ITALY		1.393.071.163
RUSSIA		2.126.865.649

*December 2023*





# El Reino Infantil Channel

It is the most-viewed Spanish kids' channel worldwide, with over 62 million subscribers and 63 billion views.



SUBSCRIBERS  
**+62M**

VIEWS  
**+63B**



# CONNECTION WITH FAMILIES

facebook

FOLLOWERS  
**+17M**

WEEKLY  
ENGAGEMENT  
**+1.8M**

Instagram

FOLLOWERS  
**+700K**

MONTHLY  
IMPRESSIONS  
**+90M**



FOLLOWERS  
**+1.7M**



**Families**



**Kids**  
From 0 to 7 years



**Mothers**  
From 18 to 45 years

# 360° STRATEGY

 SOCIAL MEDIA

 EXPERIENCES

 PROMOTIONS

 CONSUMER PRODUCTS

 AUDIOVISUAL CONTENT

 APPS

 VOD

 MUSICAL SHOW



# CATALOG



These shows are real hits that feature engaging narratives & music.

Some of these iconic ones are Zenon the Farmer, Bichikids, Family Blu, and Zoo Songs, whose outstanding results made a footprint in LATAM, and the U.S. Hispanics.



**La Granja de Zenón**

9# SEASON  
ongoing  
2# SERIE SEASON  
ongoing



**Bichikids**

7# SEASON  
ongoing



**Familia Blu**

5# SEASON  
ongoing



**Canciones del Zoo**

8# SEASON  
ongoing  
1# SERIE SEASON



**Paco el Marinero**

3# SEASON  
ongoing



**Super Gero**

1# SEASON





**La  
Granja  
DE ZENÓN**

**TARGET:** preschool + families

**FORMATS:** 9 seasons of MV, 2 season narratives, +100 episodes of Let's Play, and new content on-going.

**LANGUAGES**



**TOP MARKETS**



**BRAND VALUES**

- Friendship
- Life in contact with nature
- Team work
- Care for the environment

**+45M**

SUBSCRIBERS

**+33B**

VIDEO VIEWS

# ORIGINALS – SPIN OFF



**TARGET:** preschool

**FORMAT:** 25 minutes

CGI



**EXCLUSIVE CONTENT**

**HBO**  **CARTOONITO**

## SYNOPSIS

Pinto, Bataraza and the chickens do not trust Bartolito. To prove them wrong, they escape with an unknown little egg. Accidentally Bataraza, Beto, little Egg and Bartolito end up in a distant place where ferocious animals live. To return they will have to overcome dangers, differences and trust each other.

# LIVE SHOW! LATAM- EUROPE

**La Granja**  
**DE ZENÓN**  
*en busca del arcoiris*



SPECTATORS  
**+1Million**



**BARTO DANCE**



**TARGET:** preschool + families

**FORMAT:** over 70 episodes

**LANGUAGES:**



**TOP MARKETS**



**BRAND VALUES**

- Adventures
- Enjoy outdoor life
- Team work
- Play with imagination

**+5.8M +4.5B**

**SUBSCRIBERS**

**VIDEO VIEWS**

# ZOO SONGS



TARGET: preschool + families

FORMAT: over 85 episodes

LANGUAGES:



TOP MARKETS



BRAND VALUES

- Music
- Fun
- Love for Animals

**+4.9M** **+3.3B**

SUBSCRIBERS

VIDEO VIEWS

## On demand Platforms



NETFLIX

ROKU®

HBO max

KIDDOODLEtv™

pluto tv

flow

VIX

Movistar

Our brand is expanding to new markets in the U.S., LATAM, Europe, and the rest of the world.



We offer our multilingual catalog to more and more viewers around the world

## Other Platforms



MEXICO



USA

nick jr.™

BRASIL

USP STUDIOS

INDIA



PERU

playgroundtv

UK

START

КиноПоиск  
найди своё кино!

MEGAFON



RUSIA

tvazteca  
GUATE

GUATEMALA

tvazteca  
HONDURAS

HONDURAS

trece


PARAGUAY

rtve

ESPAÑA



pluto tv



**LINEAR TV  
24-HOURS**  
Spanish &  
Portuguese

**+ 820.000**  
MONTHLY USERS

**+ 75min.**  
AVERAGE SESSION

# BENCHMARK LATAM YouTube

+62M



+38M



+22M



+8M



+7M



+6M



+30M



+24M



# CONSUMER PRODUCTS

**+90 DEALS +15 COUNTRIES +900 PRODUCTS**



# CONSUMER PRODUCTS





# el reino infantil

thanks

