

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 250 million subscribers** on YouTube in ten languages including the most viewed Spanish channel worldwide with **65 million subscribers**.

MULTILINGUAL



+250M
SUBSCRIBERS

+180M
DAILY VIEWS

 **il regno
dei bambini** ★

 **the children's
kingdom** ★

 **o reino
infantil** ★

 **regatul
copiilor** ★

 **ДЕТСКОЕ
КОРОЛЕВСТВО** ★









 **어린이
왕국** ★

 **le royaume
des enfants** ★

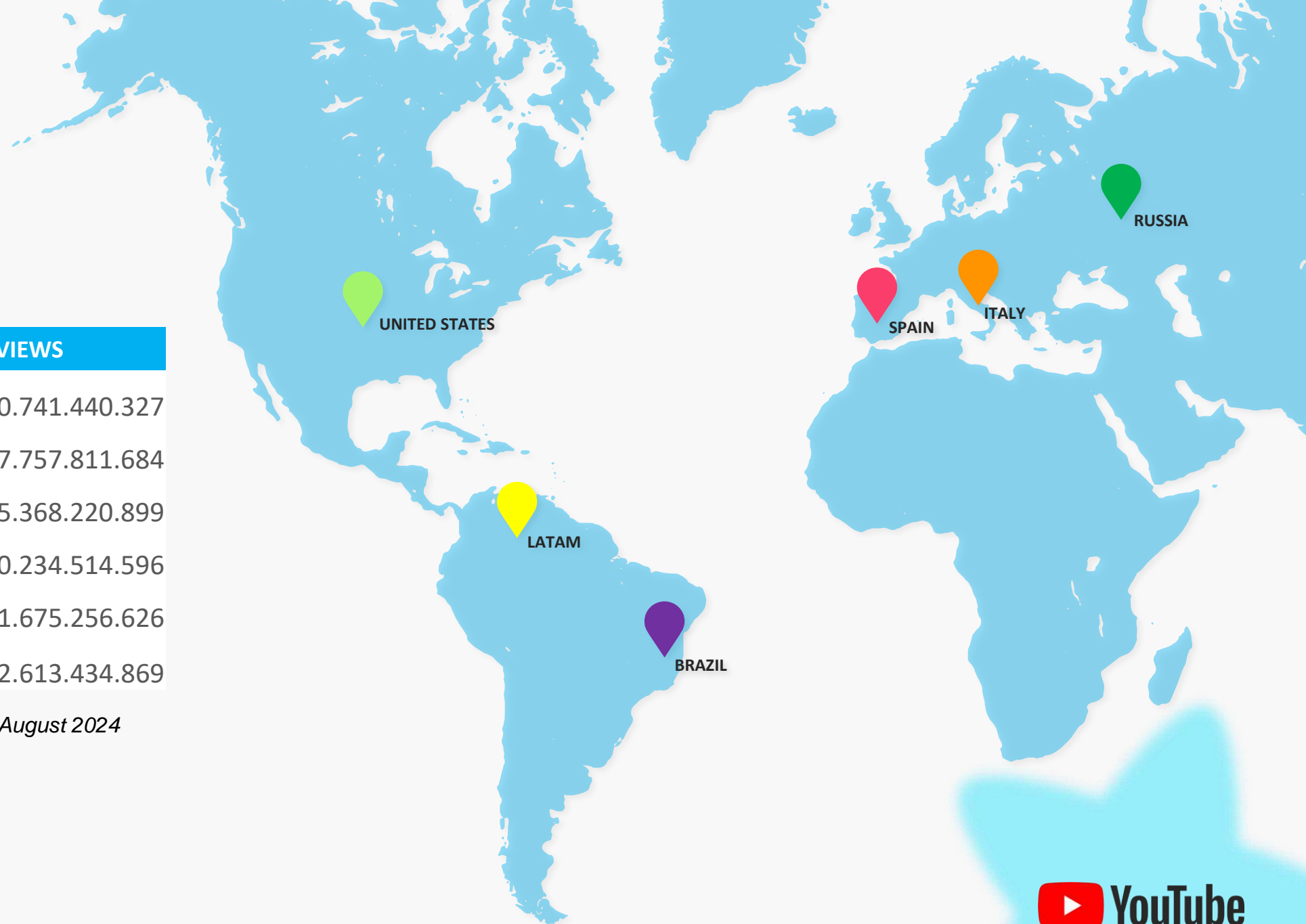
 **im königreich
der kinder** ★

 **the children's
kingdom** ★
hindi

AUDIENCES

COUNTRIES	VIEWERS	VIEWS
LATAM		180.741.440.327
BRAZIL		27.757.811.684
UNITED STATES		15.368.220.899
SPAIN		10.234.514.596
ITALY		1.675.256.626
RUSSIA		2.613.434.869

August 2024





El Reino Infantil Channel

It is the most-viewed Spanish kids' channel worldwide, with over 65 million subscribers and 68 billion views.



SUBSCRIBERS
+65.7M

VIEWS
+68.9B



CONNECTION WITH FAMILIES



facebook

FOLLOWERS

+17.8M

WEEKLY

ENGAGEMENT

+540K



Instagram

FOLLOWERS

+760K

MONTHLY

IMPRESSIONS

+81M



TikTok

FOLLOWERS

+2.2M



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

10# SEASON
ongoing
2# SERIE SEASON
ongoing



Boogie Bugs

8# SEASON
ongoing



Familia Blu

6# SEASON
ongoing



Canciones del Zoo

8# SEASON
ongoing
1# SERIE SEASON



Paco el Marinero

4# SEASON
ongoing



Super Gero

2# SEASON
ongoing



**La
Granja**
DE ZENÓN

TARGET: preschool + families

FORMATS: 10 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

+48M

SUBSCRIBERS

+40B

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



SPECTATORS
+1Million



BARTODANCE

boogie BUGS



TARGET: preschool + families

FORMAT: over 90 music videos

LANGUAGES:



TOP MARKETS



BRAND VALUES

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

+6M

SUBSCRIBERS

+5.5B

VIDEO VIEWS

ZOO SONGS



TARGET: preschool + families

FORMAT: over 90 music videos. 1 season narratives

LANGUAGES:



TOP MARKETS



BRAND VALUES

- Music
- Fun
- Love for Animals

+5M

SUBSCRIBERS

+3.8B

VIDEO VIEWS

On demand Platforms



NETFLIX

ROKU

HBO max

Kidoodle tv

pluto tv



VIX flow



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



BRASIL



INDIA



PERU



UK



RUSIA



GUATEMALA



HONDURAS



PARAGUAY



ESPAÑA



EL SALVADOR



pluto tv

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

+ 870.000
MONTHLY USERS

+ 75min.
AVERAGE SESSION

BENCHMARK LATAM



+65M



+41M



+25M



+9M



+9M



+6M



+36M



+26M

CONSUMER PRODUCTS

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



CONSUMER PRODUCTS



THANKS!

elreino
infantil★

