

# 64 Zoo Lane

Winner of TV France International  
**2010 Export Award**

Category: animation

Lucy has some very unusual neighbours: they are the animals of a zoo. Each night, thanks to her friend the giraffe who fetches her in her bed, she meets the animals in the zoo and listens to their stories.



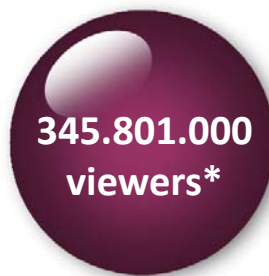
**Format: 78 x 11'**

**Produced by Millimages, Zoo Lane Productions, Canal J, France 5 and ZDF**

**Directed by Ann Vrombaut & Albert Pereira Lazaro**

**International sales: Millimages**

**First French Broadcaster: France 5**



\*Sum of the average audience ratings of all broadcasts in the countries studied

Country	Channel	#Broadcasts
Australia (5 Metro cities)	ABC1 / ABC2	247
France	France 5	64
Ireland	RTE 2	154
Poland	MiniMini	863
Poland	TVP1	102
Spain	KIDSCO	356
Spain	C2A	56
Spain	C.SUR	45
United Kingdom	CBeebies	617
United Kingdom	BBC2	14
United Kingdom	Disney Playhouse	398



# Highlights by country

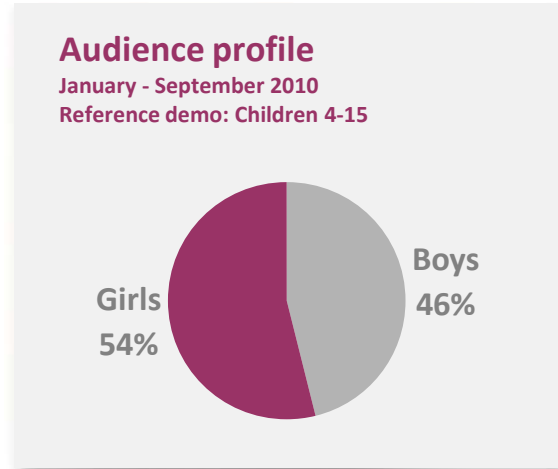


## United Kingdom

Local title: 64 Zoo Lane  
 Channel: CBeebies  
 Period of analysis: January - September 2010  
 Time: 12:45 & 18:10 (Mon to Sun)

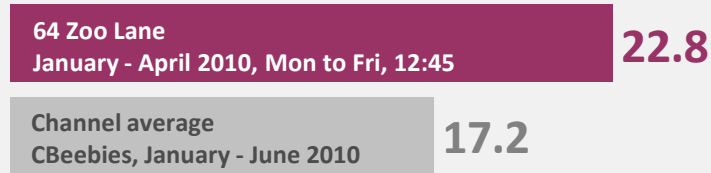
In the United Kingdom, *64 Zoo Lane* has been aired for many years both on mainstream channel BBC2 and on cable and satellite networks. It's currently broadcast on the digital pre-school channel CBeebies.

The cartoon performs especially well in the midday slot on weekdays with a 22.8% average share with children aged 4 to 6 while CBeebies averaged a 17.2% share over the first semester 2010. *64 Zoo Lane* draws in more than 30% market share on a regular basis.



### Comparison against the channel average

Market share (%), Children 4-6



Among children aged 4 to 6, *64 Zoo Lane* ruled out the competition with a market share three times higher than its main competitor.

### Competitive environment\*

Market share (%), Children 4-6  
 January - April 2010, Mon to Fri, 12:45



\* Only youth offer included, ITV1 and BBC1 registered a 5.9% and 4.2% market share respectively .

# Highlights by country



## Australia

Local title: 64 Zoo Lane  
 Channel: ABC1 & ABC2  
 Period of analysis: ABC1 (December 2009 - February 2010)  
 ABC2 (January - November 2010)  
 Time: 10:45 (ABC1), 09:45 & 14:45 (ABC2)

In Australia, *64 Zoo Lane* was first broadcast on the mainstream channel ABC1 where it scored good performances with an average share of more than 30% with children 5-12 over December 2009 - February 2010.

The cartoon naturally moved to ABC2 in January 2010 after the youth-programming strand "ABC for Kids" was launched on the channel in December 2009, involving children's programming from 9:00 to 18:00 from Monday to Friday. A winning strategy for ABC2 as *64 Zoo Lane* ranks among its best performing cartoons with an excellent 24.2% share for the episode aired on October, 16<sup>th</sup> 2010 while in 2010 youth programming averaged a 17% share so far with children 5-12.

### Comparison against the channel average

Market share (%), Children 5-12, 5 metro cities

**64 Zoo Lane**  
 January - April 2010, Mon to Sun, 14:45 **24.6**

Channel average, youth programming  
 ABC2, Jan - Oct 2010 **17.0**



## Ireland

Local title: 64 Zoo Lane  
 Channel: RTE2  
 Period of analysis: January 2010  
 Time: 14:15 (Mon to Fri) + various other time slots

In Ireland, *64 Zoo Lane* was to be found on RTE2. Aired in different time slots, the cartoon obtained good results at 14:15 with a 12.6% average among children aged 4 to 14, peaking at 40.3% on January 26th 2010.

### Comparison against the channel average

Market share (%), Children 4-14

**64 Zoo Lane**  
 January 2010, Mon to Fri, 14:15 **12.6**

Channel average, afternoon youth programming  
 RTE2, Jan - mid Nov 2010 **12.5**



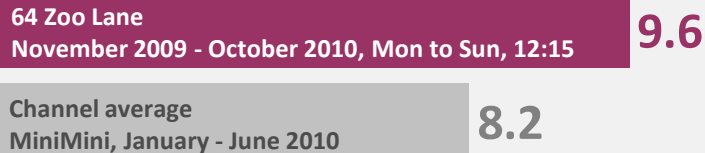
## Poland

Local title: Mafie zoo Lucy  
 Channel: MiniMini  
 Period of analysis: November 2009 - October 2010  
 Time: 12:15 (Mon to Sun) + various other time slots

In Poland, *64 Zoo Lane* has been aired on MiniMini, a Polish channel aimed at preschoolers, for many years. Broadcast several times a day, it is in the midday slot that the cartoon performs the best. Over 2009-2010, *64 Zoo Lane* averaged a 9.6% share with children aged 4 to 9 at 12:15. A good result considering that over January - June 2010, MiniMini gathered a 8.2% share among children aged 4 to 9, making it the second most popular channel on this target.

### Comparison against the channel average

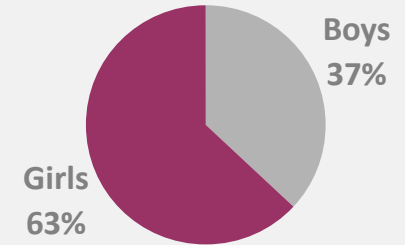
Market share (%), Children 4-9



This success is even more obvious during weekdays (Mon to Fri) with an average market share of 10.9% and peaks at almost 28% share in June 2010. In terms of performance against direct timeslot competitors, *64 Zoo Lane* came second just after Cartoon Network, outperforming Disney Channel and Disney XD.

### Audience profile

January - October 2010  
 Reference demo: Children 4-15



### Competitive environment

Market share (%), Children 4-9  
 November 2009 - October 2010, Mon to Fri, 12:15

