

Room on the Broom

Room on the Broom (BBC, London, United Kingdom) is a 26-minute, animated program for children ages 4 to 9. Based on a children's picture book, this tale about friendship and family begins with a kind witch, a magic broom, and a cat (cf. illustration 1). When the wind blows her hat off, witch and cat begin to search for it in the forest. They discover a dog with the hat, who asks, "Is there room on the broom for a dog like me?" Cat does not want dog on the broom (cf. illustration 2), but witch gently insists. They take off on the broom together. Next witch's hair ribbon is lost and retrieved by a bird (cf. illustration 3), who ends up riding on the broom, too. Then witch loses her wand, which found by a frog (cf. illustration 4). When they take off again, the weight of all the riders causes the broom to bend (cf. illustration 5), then break. Down they tumble into a bog. Witch, on her half broomstick, goes into a cloud and is followed by a fire-breathing dragon (cf. illustration 6). Witch falls to the ground, is picked up by dragon, and carried off to eat. Just before dragon can do more harm, out of the bog comes a horrible beast (cf. illustration 7). The beast scares dragon away. The friends are reunited, but not all can fit on the half broom. With the full moon, witch uses her caldron and some magic mushrooms to start a broth. Cat, dog, bird, and frog throw their own things into the pot. Witch starts stirring and casting a spell (cf. illustration 8). Out comes a magnificent broom designed with comfortable flying in mind for all!

Room on the Broom placed second in the PRIX JEUNESSE INTERNATIONAL 2014 in the 7-11 fiction category.

INTERNATIONAL EXPERTS' OPINION

International experts shared their opinions about *Room on the Broom* during the discussion sessions at the PRIX JEUNESSE INTERNATIONAL 2014. Many experts found *Room on the Broom* to be very touching. Several experts questioned the age group for this program and many said it is more appropriate for younger children. Others focused on how faithfully the book was interpreted. Not all agreed about how the story was handled. Because *Room on the Broom* was produced with quite a large budget and was broadcast to families as a holiday special, experts agreed that it is difficult to compare with other programs in this category. The spectacular achievement of program even made some experts feel jealous.

"It was great! Great animation." (male expert, Japan)

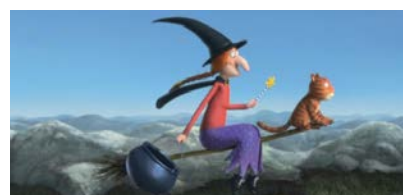
"It was perfect." (female expert, Slovenia)

"It's the one that has impressed me the most; they have total control of every moment." (male expert, Norway)

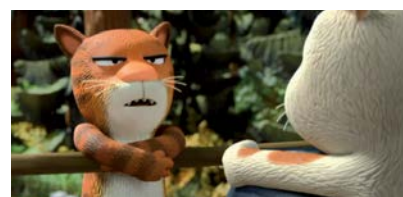
"I want to see it again and again and again. Like a children's book—it is like that." (female expert, Colombia)

"It has a great, great basis—the book." (female expert, Germany)

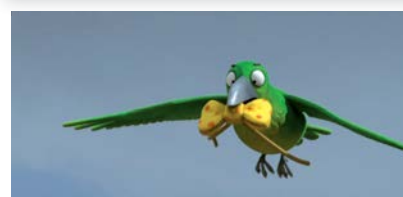
"This was a very faithful translation of a picture book." (male expert,



Ill. 1: A kind witch and a cat ride on a magical broom



Ill. 2: The cat and the dog disagree



Ill. 3: A bird finds the witch's hair ribbon

Screenshots from *Room on the Broom* © BBC



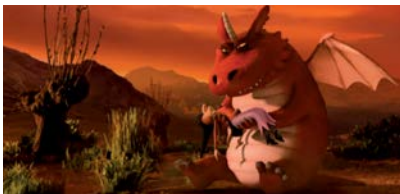
III. 4: A frog finds the witch's magic wand



III. 5: The broom sags under the weight of its riders



III. 6: The witch is followed into a cloud by a dragon



III. 7: A horrible beast arises from the bog



III. 8: The witch casts a spell by the light of a full moon

Screenshots from Room on the Broom © BBC

United Kingdom)

"I used to read this book to my little girl....When I saw the movie I thought, 'Oh, it's much too long'...you lose the structure of the story." (male expert, Germany)

"It's good for all ages from preschool to older ones. It's very high class animation. Good storytelling and has the structure of a saga or fairytale and going beyond the story itself and has meaning. It has very funny details in it. That way it isn't boring." (male expert, Germany)

"It's a preschool idea but because of the execution it comes out much richer." (male expert, United Kingdom)

"We've now come to accept these demographics and how broadcasters pigeonhole our viewers. But kids do watch across all ages. A film like this is what we would call a family film in the old days. But we in television don't do that?" (male expert, Canada)

"No one segments children besides the children's agency. There's lots of cross-viewing taking place but yet we still keep pegging it into these boxes defined by marketers." (male expert, United Kingdom)

"It's a little bit too long, but I think children will like it." (female expert, Brazil)

Elizabeth Spezia, PhD student, Southern Illinois University, USA

Target Audience 8.08

Idea 8.28

Script 9

Realization 9.47

Average Score per Category by experts' voters at PRIX JEUNESSE INTERNATIONAL 2014