

# Kikaninchen

**Kikaninchen** is tagging KIKA's preschool programme slot and is the programme brand for 3-6 year olds. The new preschool world **Kikaninchen** started on 5th October 2009 and is scheduled on KIKA Monday through Friday from 06:50 to 10:25 in the morning. **Kikaninchen** bundles the best of preschool from ARD, ZDF and KIKA. The blue little rabbit brands the high-quality preschool programme and therefore helps kids and their parents in choosing appropriate and age-based programmes. Every day's opening is **Kikaninchen** and Christian singing the "**KiKANiNCHEN**-Song". Simple words and a nice melody make it easy to tune in for young viewers and their parents. The **KiKANiNCHEN**-interstitials show children role playing and inspire them to play with their own imagination.

**Kikaninchen** was one of the PRIX JEUNESSE INTERNATIONAL 2010 finalists in the "up to 6 non-fiction" category.

## International experts' opinions



Figure 1: **Kikaninchen** and Christian are the presenters.



Figure 2: **Kikaninchen** was racing with another kid.

The international experts found the program to be lacking a central theme. "The whole thing was a bit random" (female expert, Japan). The female expert from UK also pointed to a similar aspect. "I kept on thinking: well, what is the point?" To this the female expert from Germany who was also one of the producers explained that **Kikaninchen** was not a show. "**Kikaninchen** is a kind of brand for the whole preschool part on KiKa. We got the order to create a brand. **Kikaninchen** is especially edited for the Prix Jeunesse."

However, the international experts liked parts of the program rather than the program as a whole. "I liked the convention of how he got into tearing up the paper and then throwing it: it then becomes a magical land. It was cute. Then it was a game" (female expert, USA). They liked the fact that it helped children to identify colours and animals. This aspect of the program, "a little guessing game" (female expert, USA) made it attractive to children. "It catches attention immediately" (female expert, Ghana).

There was also a discussion over the character of the host of the program. Some thought that "most grown-ups don't like this guy though children do" (male expert, Germany). He was an actor though not a very famous one. However some really praised him as hosting a children's show needs special skills. "Because they have to do things which many adults would find stupid. They get over that embarrassment. He was a really pleasant guy, but maybe not so experienced. He just didn't quite engage like sometimes they do" (female expert, UK).

Some international experts found the host of the program immature. "I thought that the grown-up guy was very childish a grown-up playing a child. I didn't like that. It could be a playful grown-up



Figure 3: Christian tried to dress in different ways.



Figure 4: He learned how to use his clothes properly.



Figure 5: Kikaninchen and Christian found a dragon's egg.

person, but not a grown-up who is so *smooth* and pretends to be a child” (male expert, Norway).

Some international experts praised the program as they found it appropriate for the target audience. “It is so good at this age group to know that they don’t have to be screamed at or over-animated at – that playing has so many notes and tones: you can be calm, and silly and playful and joyful at the same time – and they agree. This was one of the things that I said while I was watching it. It was just so nice that it just kind of let them have space to enjoy and imagine themselves” (male expert, USA). They also felt that the program was successful in projecting the life of a child. “I thought it was very imaginative, very simple, and very much into the child’s experience: playing around with clothes and costumes and changing” (female expert, Israel).



Figure 6: They looked for the egg’s mother.

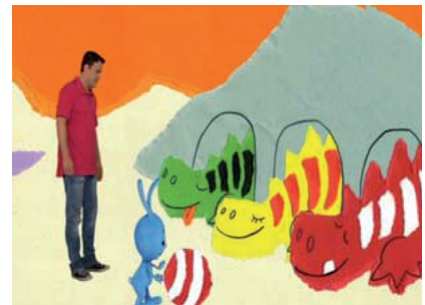


Figure 7: They chose the dragon with the same color of the egg.



Figure 8: A little dragon was hatched out of the egg and it hugged its mother.

screenshots from Kikaninchen © ARD, ZDF & K.I.K.A

T. Aud.	7.5
Idea	6.7
Script	6.7
Realiz.	7.0

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