



THE LITTLE MOLE

**WDR**<sup>®</sup> / media  
group



## “The little Mole“

“The little Mole” is one of the most poetic characters in children’s TV. The mole is open-minded and curious, studious and clever, cheeky and smart. The helpful and friendly character is caring, environmentally conscious and understood around the globe without using any words.

### Target group

Preschoolers aged 2-5 years and young families, parents who accompany their children while watching TV

### The format

- Created by Czech animator Zdeněk Miler in 1957
- Co-produced by WDR since the 80s
- A popular children’s TV classic and recognised worldwide
- Approximately 1,3 million viewers (between 3 and 13 years) per week at a market share of 15%
- Episodes are available in various lengths

### For international sales please contact:

[sales@wdr-mediagroup.com](mailto:sales@wdr-mediagroup.com)  
[www.wdr-mediagroup.com](http://www.wdr-mediagroup.com)