



BOBO

**WDR**<sup>®</sup> / media  
group

# Bobo

First time on the escalators, first time on the train, first time at the doctor...TV beginners aged 2 – 3 years discover the world – together with Bobo, the cute little dormouse and his family. Based on the picture-book classics by Markus Osterwalder, each episode of the series focuses on a new everyday adventure.

## Target group

TV beginners aged 3 – 5 years

## The format

- Production of JEP ANIMATION GmbH, WDR, WDR mediagroup GmbH and Les Films de la Perrine
- Country of origin: Germany, launched in 2014
- Regularly featured in “Elefantastic” with a market share up to 60 % in the target group children aged 3 – 5 years
- Available are 26 episodes, 7 minutes each

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