



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

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