



THE MAUS

WDR[®] / media
group

“The Maus”

“Why is the sky blue?” “How do they make cars?” “How do the holes get in cheese?” To children, everything’s new and they want to know all about it. “The Maus” is here to tell them.

“The Maus” is a children’s edutainment format that combines fun clips with short, kid-friendly documentaries. A huge success in Germany for over 40 years, it is beloved by millions.

The format has three components – documentary content to teach children, humorous content to entertain them and animated clips with the iconic Maus character to bind them all together.

Thanks to its modular structure, “The Maus” can be adapted to fit the time slots of stations around the world.

This unique combination of fun and education has proven its ability to attract family viewership. Let “The Maus” and his friends fascinate your audiences as well!

Target group

Kids aged 5 – 9 years and their parents

The format

- Production of WDR
- Country of origin: Germany daily on air, with about 2 million viewers – every single week
- The German program has received over 100 (inter)national awards to date
- Available are 26 episodes, 11 minutes each and episodes in various lengths

For international sales please contact:

sales@wdr-mediagroup.com
www.wdr-mediagroup.com

