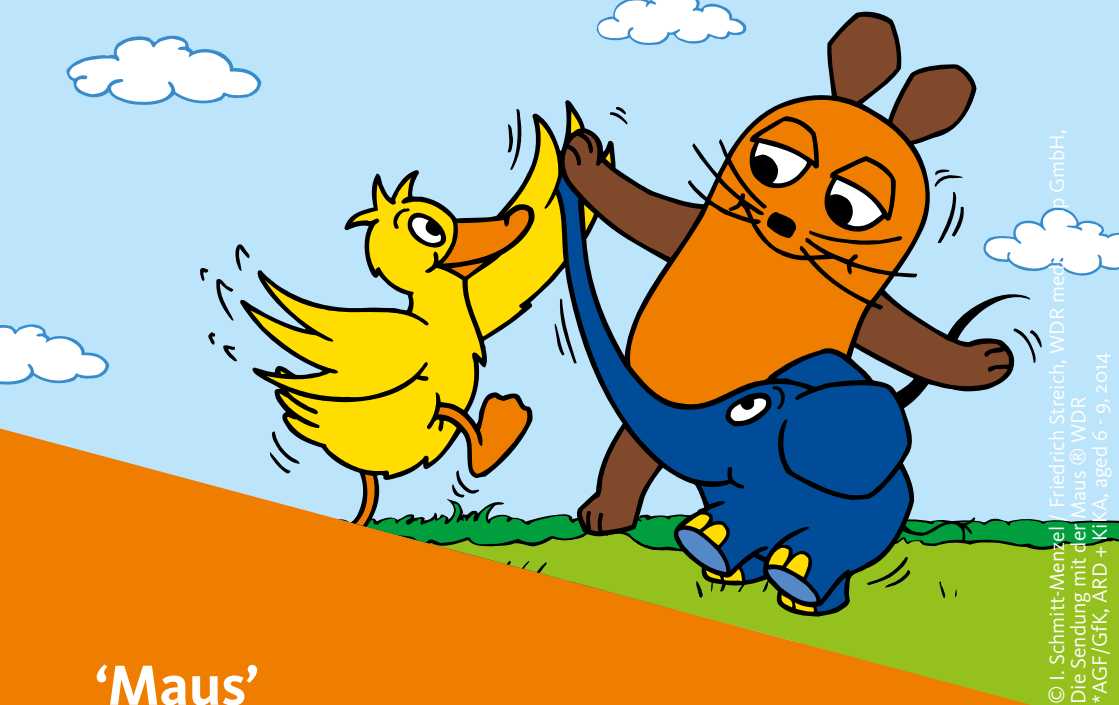


MAUS

**WDR**<sup>®</sup> / media  
group



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Die Sendung mit der Maus ® WDR  
\* AGF/GfK, ARD + KiKA, aged 6 - 9, 2014

## ‘Maus’

‘Why is the sky blue?’ ‘How do they make a car?’ ‘How do the stripes get into toothpaste?’ Children have all kinds of questions – and the ‘Maus’ is here to answer all of them. Combining fun clips, comics and child-friendly documentaries, this edutainment programme has been educating children – and their parents – for over 40 years. Beloved by millions, the format combines three components – documentary content to educate children, humorous content to entertain them and animated clips with the iconic Maus character to tie them all together. The unique combination of fun and education has proven to attract family viewership and thanks to its modular structure the ‘Maus’ can be adapted to fit any time slot.

- Target group: Children aged 5-9
- Possibility to produce custom-made episodes for any time slot
- Produced by WDR for ARD and KiKA
- Recipient of over 100 (inter)national awards
- Average market share of 52%\*

### For international sales please contact:

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