



# MOONBUG

Channel Presentation

2025





# A huge portfolio of successful preschool content!

**29 IPs**

in Portfolio

**200+**

Platforms Globally

**~10bn**

Monthly Views  
On YouTube

**#1**

Most Viewed  
Netflix Show

**~3B**

Annual Audio Streams  
Across Music DSPs

# Global entertainment company that creates inspiring and engaging stories...



Kids like it, because it is ...

- Colourful and Catchy
- Interactive, Educational
- Entertaining

Parents like it, because it ...

- Develops Knowledge
- Shows empathy, kindness and good character
- Safe and appropriate



COMPASSION



EMPATHY



RESILIENCE

# Adults love watching our shows with their little ones

 **Harmonie Dinguï**  
@mmedinguï  
#Autism I love to sit with my son and watch #cocomelon. He's calm with familiar videos.

 **Analy Gonzalez-Miller**  
@Ahnuhycious  
Watching cocomelon with my son and I just wanna know. How long has Cody's mom been pregnant. It's time for her to have the baby that poor woman is suffering!

 **Towelly**  
@Towelly11  
Watching cocomelon with my daughter before work. ❤️ No better feeling in the world

 **Michelle Reading Out Loud**  
@narrateoutloud  
Watching Blippi Wonders with my son and the meteorite giving Blippi a tour of the solar system just said "We have 8 planets in our solar system!!"  
  
As a millennial, a part of me died. I know Pluto was demoted but it didn't deserve to be done so dirty 🤔  
#wedonttalkaboutpluto

 **IG: Missmahlaku\_explodes**  
@mahlaku\_m  
In bed with my mom and daughter, watching Cocomelon, heater on. This are moments I will forever cherish 🍷

 **TINA** ❤️  
@goldentina\_  
I really do enjoy watching blippi with my son 🥰

 **PapaGnarly**  
@Moshedpitatoes  
Binge watching Little Baby Bum with my daughter let's gooOOOOOOO

 **G Millie** 🇺🇸  
@Dongo\_19  
Morning with my son watching Cocomelon 💙 can't beat this

 **Momma2Harper** 🍷🥰👉👈👉👈👉👈👉👈👉👈  
@Appleofmyeye\_H  
Replying to @EdnaRosse6 and @deby0922  
Hey! It's going pretty good. Watching Arpo with my daughter for the 100th time lol!



Kids grow up  
by watching  
our brands!

# Unprecedented reach globally through best partners!



# Groundbreaking success across diverse EMEA markets

Total views for the Moonbug catalogue in EMEA in H1 2025



MENA

3.2B



UK

1.1B



Turkey

1.1B



Germany

570M



Italy

561M



South Africa

550M



France

457M



Spain

270M



SCANDI

229M



Romania

139M



Albania

77M



Bulgaria

67M



Serbia

66M



Hungary

46M



Croatia

41M



Macedonia

39M



Bosnia &  
Herzegovina

36M



Slovenia

12M



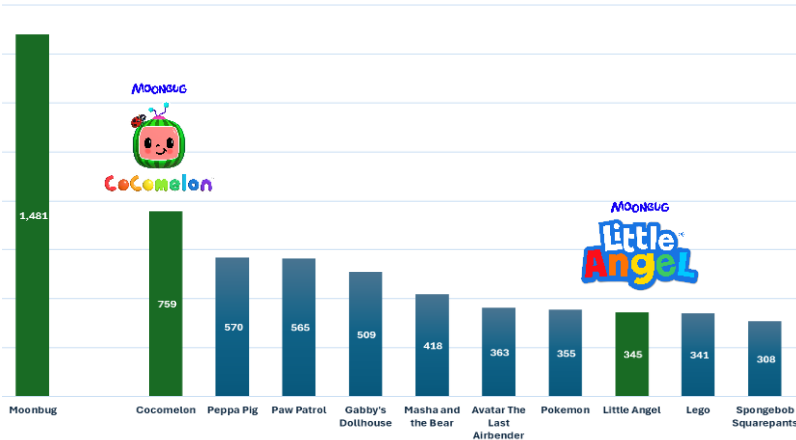
Montenegro

9M



# NETFLIX

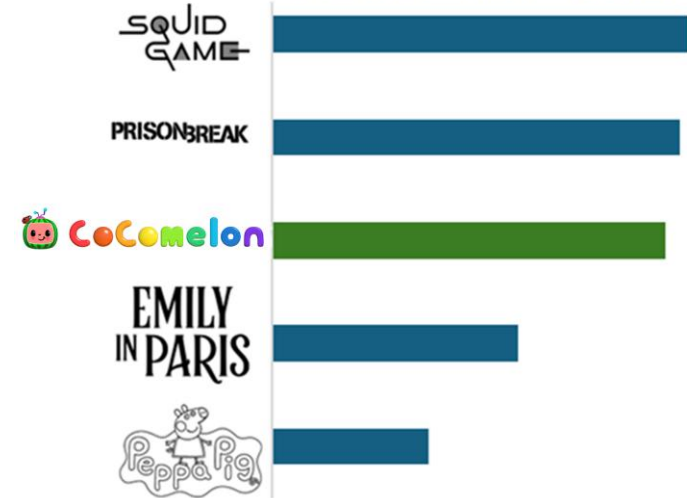
Netflix TV Show Watch Time hours (mm) for Top Kids Brands in 2024



CoComelon  
#1 most watched Kids Brand in 2024  
758M Watch time Hours  
307M Views



H2 2024 "Netflix Views" - TV Shows



CoComelon  
#3 most watched TV Show  
in 2024-H2 after  
Squid Game & Prison Break

## Our linear channels are available on market leader platforms across 100+ countries



D-SMART

vodafone  Ziggo



TURKCELL TV+

Türk Telekom  
tivibu



allente



Kablo TV



stc tv

TM



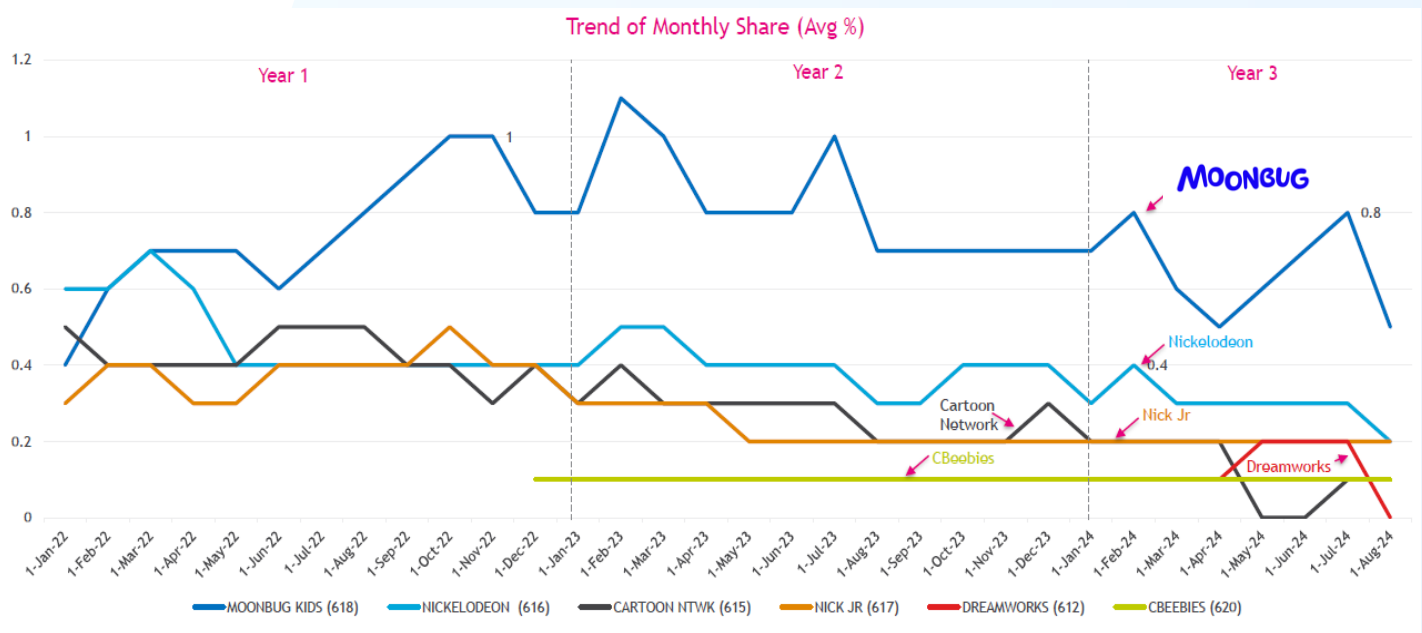
UNIVISION



Taiwan Mobile



# MOONBUG Our Channel Ranks #1



**Moonbug  
channel  
outperforms  
all other  
competitors**

*Under current market challenges, channel viewings generally is in a declining trend, but Moonbug remain steady YoY as it's now being made as 'Baby-sitting' channel for the preschoolers.*



### International Kids Linear Top 20 Titles

<b>(Jan – Dec 2022)</b>				<b>(Jan – Dec 2023)</b>				<b>(Jan – Aug 2024)</b>			
Rank	Title	Channel	MVs	Rank	Title	Channel	MVs	Rank	Title	Channel	MVs
1	COCOMELON	MOONBUG	150,823,034	1	COCOMELON	MOONBUG	97,649,628	1	COCOMELON	MOONBUG	49,570,563
2	MECHAMATO	CARTOON	30,893,313	2	MECHAMATO	CARTOON	17,189,111	2	ODDBODS	MOONBUG	22,429,168
3	PAW PATROL	NICK JR.	13,783,892	3	ODDBODS	MOONBUG	26,431,043	3	SPONGEBOB SQUAREPANTS	NICKELODEON	6,110,907
4	SPONGEBOB SQUAREPANTS	NICKELODEON	9,890,657	4	ANTIKS	MOONBUG	8,572,613	4	RUBBLE AND CREW	NICK JR.	3,557,361
5	BLIPPI VISITS	MOONBUG	17,663,291	5	PAW PATROL	NICK JR.	10,550,431	5	ANTIKS	MOONBUG	4,251,499
6	KAMP KORAL: SPONGEBOB'S	NICKELODEON	6,452,300	6	SPONGEBOB SQUAREPANTS	NICKELODEON	8,156,999	6	BLUEY	CBEEBIES	3,637,818
7	ARPO	MOONBUG	17,272,401	7	HEY DUGGEE	CBEEBIES	8,662,552	7	BABY SHARK'S BIG SHOW!	NICK JR.	1,818,956
8	BLIPPI LEARNS	MOONBUG	7,381,503	8	KAMP KORAL: SPONGEBOB'S UNDER	NICKELODEON	5,270,149	8	ARPO	MOONBUG	5,457,800
9	GECKO'S GARAGE 3D	MOONBUG	5,155,046	9	THOMAS & FRIENDS	CBEEBIES	2,685,572	9	PAW PATROL	NICK JR.	3,074,648
10	THE PATRICK STAR SHOW	NICKELODEON	4,011,817	10	THE POWERPUFF GIRLS	CARTOON	1,262,954	10	THE PATRICK STAR SHOW	NICKELODEON	2,201,876
11	BLAZE AND THE MONSTER MACHINES	NICK JR.	6,971,983	11	BLIPPI	MOONBUG	7,907,332	11	BLIPPI VISITS	MOONBUG	4,268,418
12	BABY SHARK'S BIG SHOW!	NICK JR.	2,960,372	12	BLUE'S CLUES & YOU	NICK JR.	5,096,214	12	DORA	NICK JR.	1,095,411
13	BLIPPI WONDER	MOONBUG	1,435,696	13	BLIPPI WONDER	MOONBUG	2,492,209	13	LITTLE BABY BUM	MOONBUG	2,983,659
14	LITTLE BABY BUM	MOONBUG	6,581,292	14	ODDBODS SPECIALS	MOONBUG	8,049,728	14	THE AMAZING WORLD OF GUMBALL	CARTOON	1,897,567
15	LITTLE RED BUS	MOONBUG	2,427,943	15	LITTLE BABY BUM	MOONBUG	9,424,342	15	BLIPPI	MOONBUG	4,364,814
16	THE SMURFS	NICKELODEON	2,635,543	16	BLUE'S BIG CITY ADVENTURE	NICK JR.	1,712,425	16	KIIYI	MOONBUG	1,452,681
17	THE SHARKSONS	MOONBUG	2,850,291	17	BLIPPI VISITS	MOONBUG	9,568,376	17	DIGLEY AND DAZEY	MOONBUG	1,332,084
18	MY MAGIC PET MORPHLE	MOONBUG	3,084,571	18	SPONGEBOB SQUAREPANTS S10	NICKELODEON	4,864,079	18	WE BABY BEARS	CARTOON	593,720
19	MIA'S MAGIC PLAYGROUND	MOONBUG	1,328,099	19	ARPO	MOONBUG	9,234,959	19	HEY DUGGEE	CBEEBIES	4,604,289
20	PLAYTIME WITH TWINKLE	MOONBUG	1,162,562	20	BLUEY	CBEEBIES	2,957,901	20	TROLLS: THE BEAT GOES ON	DREAMWORK	917,476
<b>MOONBUG'S MV SHARE:</b>			<b>76%</b>	<b>MOONBUG'S MV SHARE:</b>			<b>72%</b>	<b>MOONBUG'S MV SHARE:</b>			<b>63%</b>

# Transfer Moonbug's “superfans”

MOONBUG



**24/7 Linear Channel**

**200 Hours**

Non-Dialogue and English  
language content upon  
launch

**VOD Packages**

**50 Hours**

Non-Dialogue and English  
Language dubbed in local  
languages, if available



Click Play

**MOONBUG**



6am

Early Morning  
(co-viewing)

9am

Eat!  
Play!  
And Learn!

3:30pm

After school  
(co-viewing)

5:30pm

Before  
Bed Time

00:00am

Night-time Lullabies

# MOONBUG

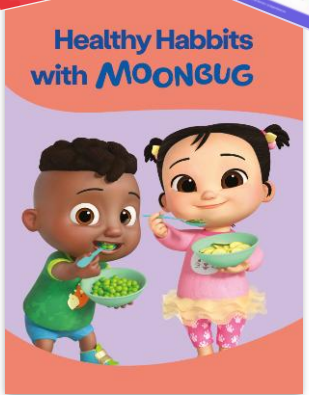
Our channels' schedule  
based on data  
and  
supports families  
with their daily routines



# Themed or Brand Focus Campaigns:

Healthy Eating, Summer Holiday, Back to School, Halloween....

Key artwork  
Promotional videos  
Songs, sizzles and activity sheets



MOONBUG  
**Cocomelon**  
Happy Birthday JJ!

< Terug naar overzicht

### Win Cocomelon-speelgoed

Vier de verjaardag van JJ uit de Cocomelon familie met Moonbug

Het leukste entertainment voor kinderen  
Maak kennis met de kinderzender Moonbug op kanaal 305! Deze 24-uurs kidszender is speciaal voor de kleintjes met populaire shows als Cocomelon, Blippi, Little Angel en vele andere. Omdat JJ de ster van Cocomelon, in juli jarig is, staat Moonbug tot en met 4 augustus open voor zelfs Ziggo-klanten met TV Start ... en maak je daarnaast met Priority kans op een Cocomelon-speelgoedpakket!

**Speciaal voor klanten**

Schrijf je exclusief in via:

Vodafone & Ziggo app

Meelezen? Word klant van Vodafone of Ziggo.



WeTransfer



Click Play

# Screening Room



[Screening Room](#)  
Password: Mo0n8ugRo0M!



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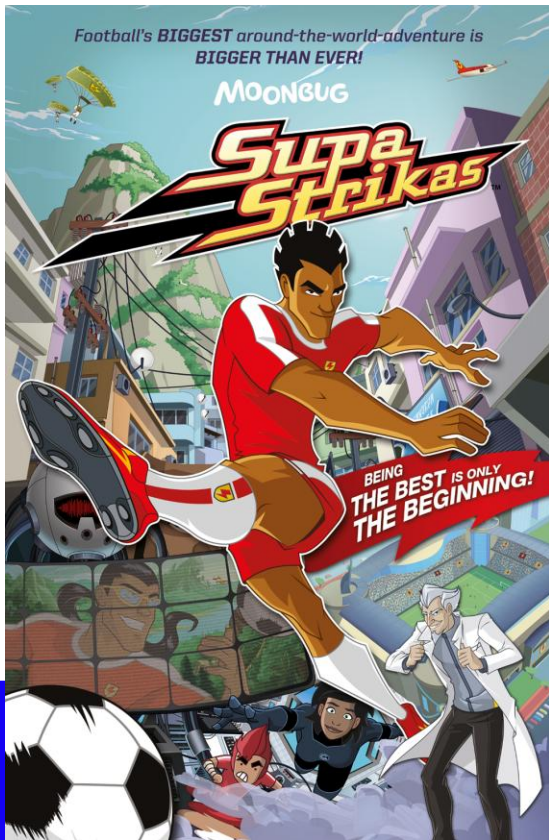
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Thank you

MOONBUG

