



56% of the world's population lives with at least one pet

In the world, there are over **470 million cats** and more than **370 million dogs** as pets.

According to a global study conducted by Gfk in 22 countries, **56% of the world's population lives with at least one pet.**

The age group with the highest pet ownership is **25-34-year-olds** (60%), just ahead of 18-24-year-olds.

Balkan countries : High pet penetration 55–65% of households own a pet

Croatia : 59% of households own a cat and 29% own a dog

Slovenia : 39% of households own a dog

Serbia : 60% of households own at least one pet (70% own a Dog)

Pet adoptions reached a record level during the pandemic, with a **500% increase.**

Sources: Ifop (appendix study), 2020, Statista 2023, 2026, Kantar 2023, GFK, FEDIAF



For 94%, the animal is part of the family

27% of people have already hired a professional photographer for a photo session with their pet.

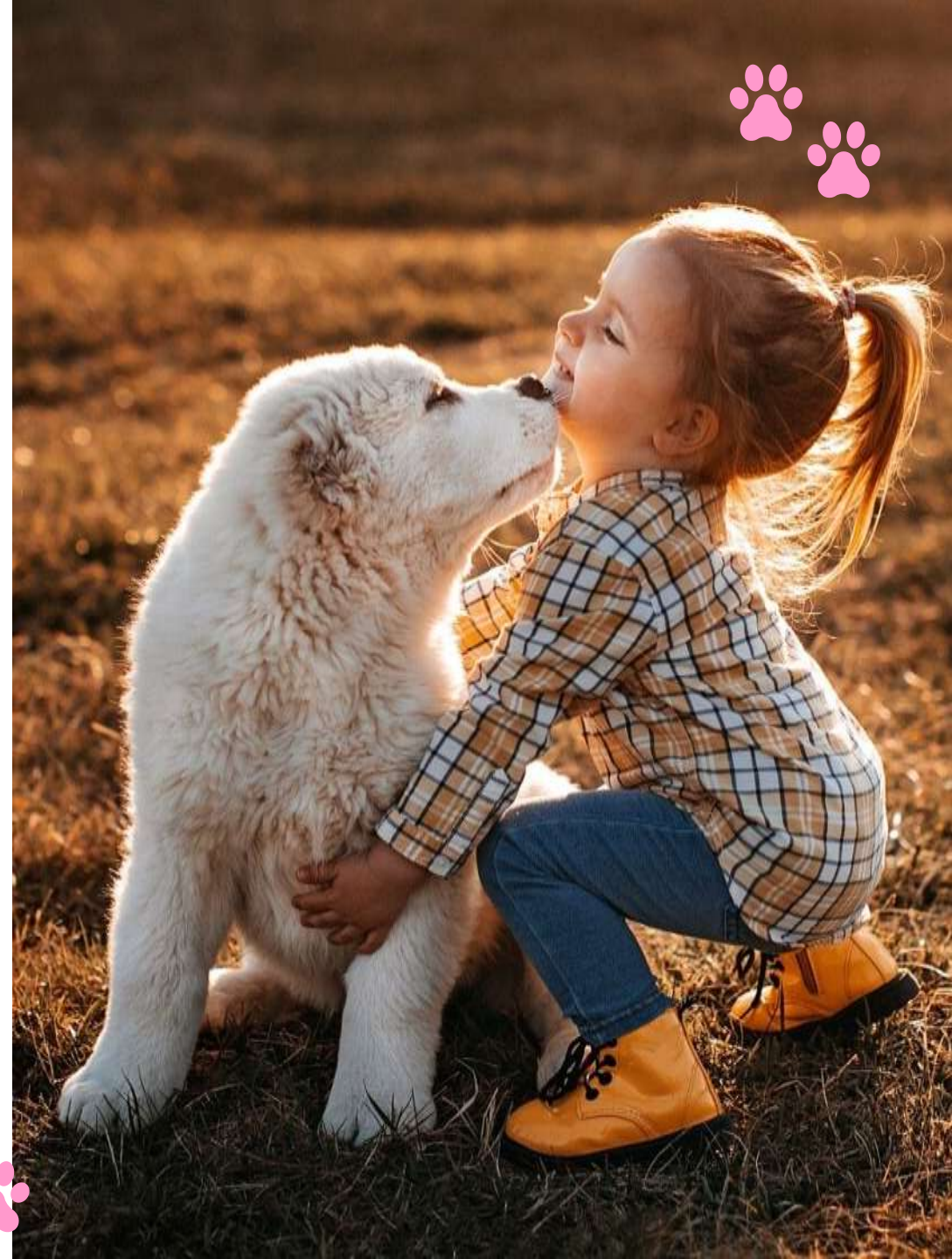
20% of people have insurance for their pet.

36% of people give their dog a birthday gift.

91% of pet owners talk to their pet as if it were a human.

94% consider their pet as a member of their family.

36% allow their pet to sleep in their bed.



The pet market is in great shape

The average annual cost of a **dog** is **300–500€**.

Cat owners spend around **250–450€ per year**.

Croatia: Pet food market 350–450M€ and strong trend in urban areas

Slovenia: Pet food market 120–180M€, strong alignment with Western EU premium pet food trends.

Serbia: Pet food market 250–350M€, growing rapidly

Sources: Statista, Eurozoovet, petindustry.com 2026, Globalpets 2026



Cats and dogs: stars of social media

YouTube: **2 million cat videos** with **25 billion views**.

Instagram:

- Over **146.9 million** searches related to dogs.
- Over **123.8 million** searches related to cats.
- **23.1 million** more posts related to #dogs than #cats.
- Boo, the Pomeranian, has **15 million followers**.
- Jiffpom, the dog, has nearly **10 million followers**.
- Nala, the most followed cat, has **4 million followers**.

Sources: Chatsdumonde



CONCEPT

First TV channel entirely dedicated to pet owners.

The channel offers information, advice, discovery, and entertainment for all those who love cats and dogs.

Tone: playful, fun, caring, family-friendly.

Benefit: marvel, laughter, learning, discovery.



CONTENT

REPORTS & INFORMATION

News: Coverage of events featuring cats, dogs, and their devoted owners.

ADVICE

Guidance provided by specialists in health, nutrition, and education for the welfare of our pets.

MAGAZINES & DOCUMENTARIES

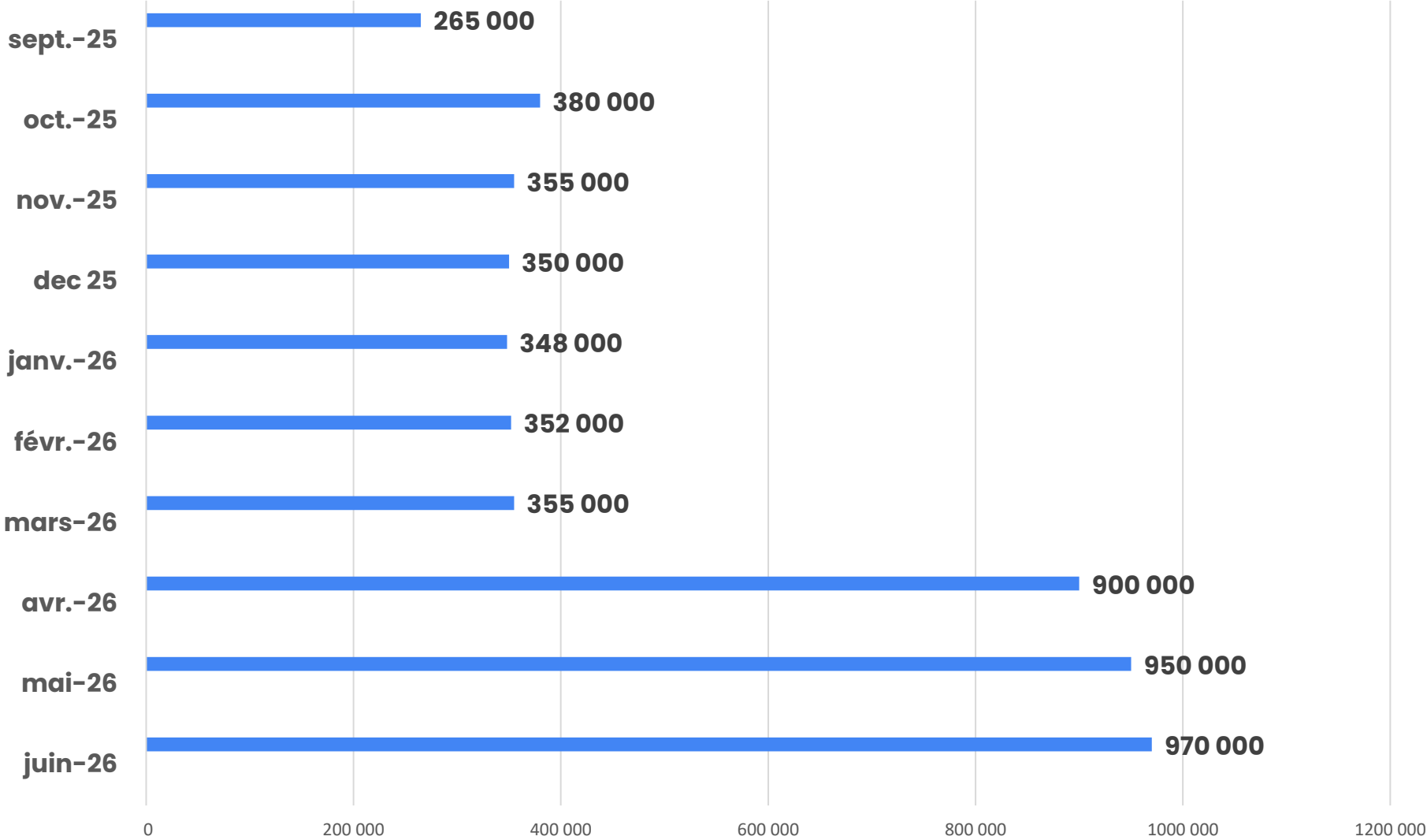
True stories, initiatives, and surprising discoveries that inspire and touch us.

ENTERTAINMENT

Reality shows and videos for enjoyment, emotion, and family entertainment.



DOG & CAT TV VIEWERSHIP SEPTEMBER 2025 – JUNE 2026



- 10% penetration
- 970K monthly viewers
- 100K daily viewers
- 52% more to similar channels
- 56% female audience
- 13% co-viewing with family
- 26% dog owners
- 37% cat owners
- 49 average age
- 20:20 average viewing time



BABY ANIMALS



HEALTH AND EDUCATION

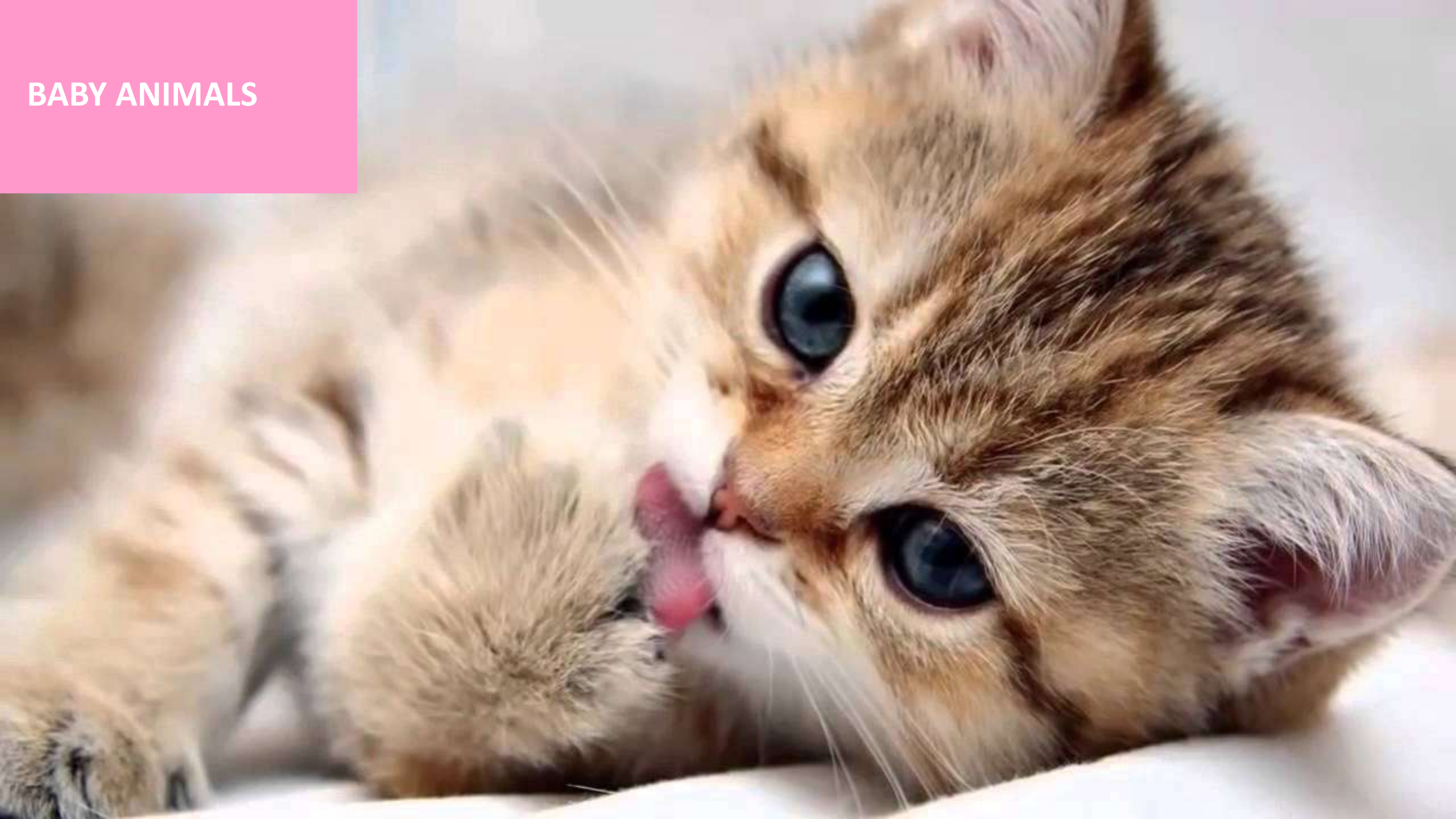


REALITY TV



ENTERTAINMENT

BABY ANIMALS



A kitten's life

UNE VIE DE CHATON

From their birth to their first birthday, including their first steps or their departure to their new family, kittens from three different litters, domestic, wild, or farm, invite you to discover the world through their eyes. How will they adapt to their new environment? Their first birthday marks their transition from childhood to adulthood.





The Wonderful world of puppies and kittens

The Wonderful World of PUPPIES & KITTENS

This adorable series reveals the lives of puppies and kittens during their first year, a crucial and experiential period. It allows you to see the world through their eyes, revealing that behind their cute faces lie stories filled with drama, love, learning, and courage. Through cutting-edge technologies, this captivating series offers a fresh perspective on your favorite pets.



Puppies school of dogs



For visually impaired individuals, dogs graduated from the Guide Dog Puppy School help them lead an ambitious life. The series showcases dogs at various stages of their training, as well as the humans who train them. It also highlights other assistance dogs, such as a PTSD support dog that surfs and a diabetes detection dog living the good life in Chelsea.

A photograph of three cats on a cobblestone street. In the foreground, a fluffy brown cat with bright green eyes sits and looks directly at the camera. To its right, a grey cat with yellow eyes is walking towards the camera. In the background, an orange and white cat is walking away. A calico cat is partially visible on the left. A wooden fence is in the background.

Three little cats

A 'plush cat' spending its days in a cat café in Tokyo, a cat left to fend for itself in Greece, and a farm cat in the countryside. Three cats, three destinies, three universes. This wildlife documentary takes us into the heart of moving and surprising stories to discover the secrets of these familiar animals.

Puppies and us



The successful documentary series returns to follow 12 British families in raising puppies. It explores new trendy breeds like 'Pomskies' and abandoned puppies. The series narrates the challenges of finding the ideal puppy in times of high demand and showcases puppies adapting their roles, from sheep herding to assisting disabled children.

HEALTH AND EDUCATION



César Millan: Like Master, Like Dog

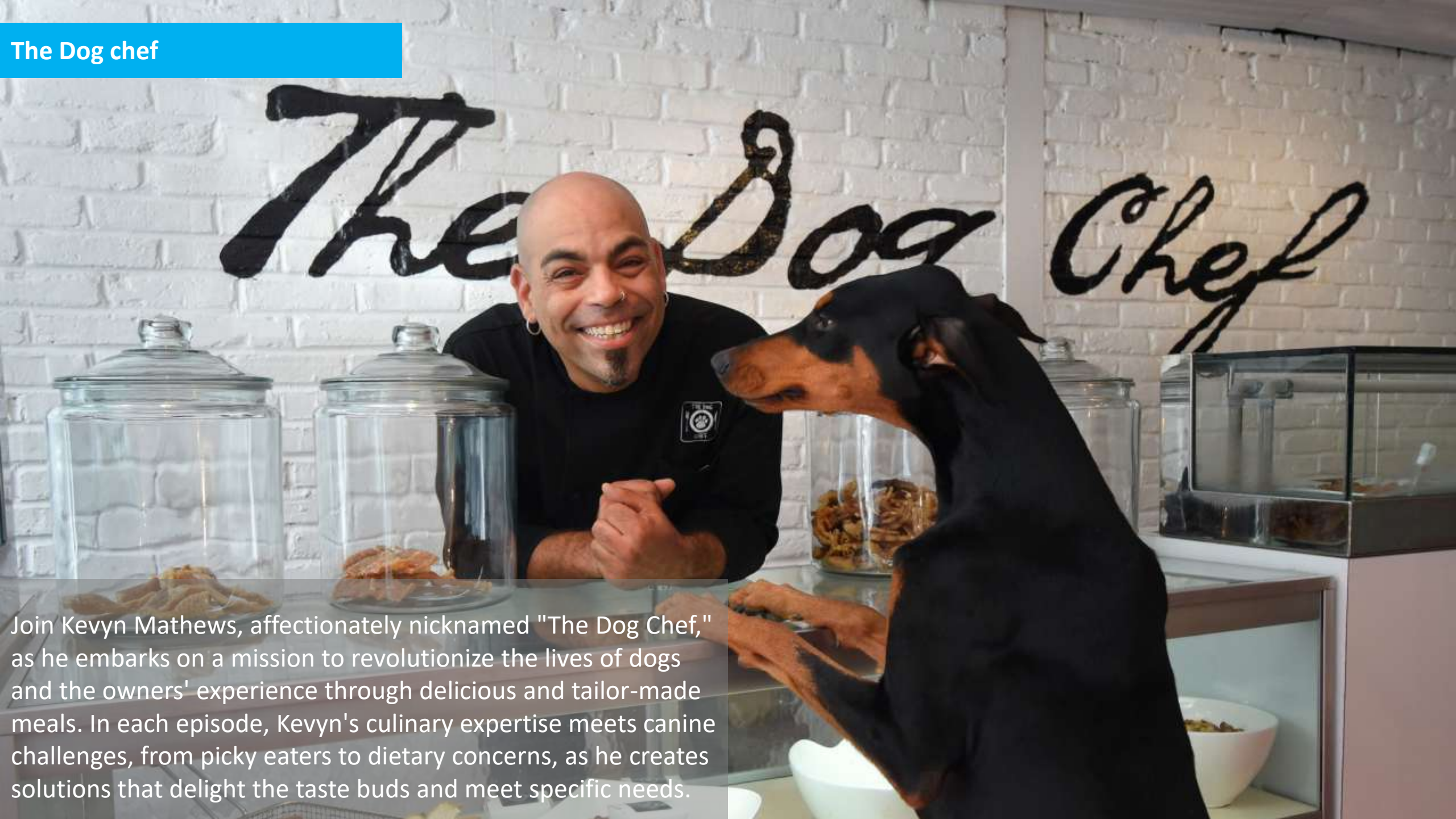
CESAR MILLAN

TEL MAÎTRE, TEL CHIEN

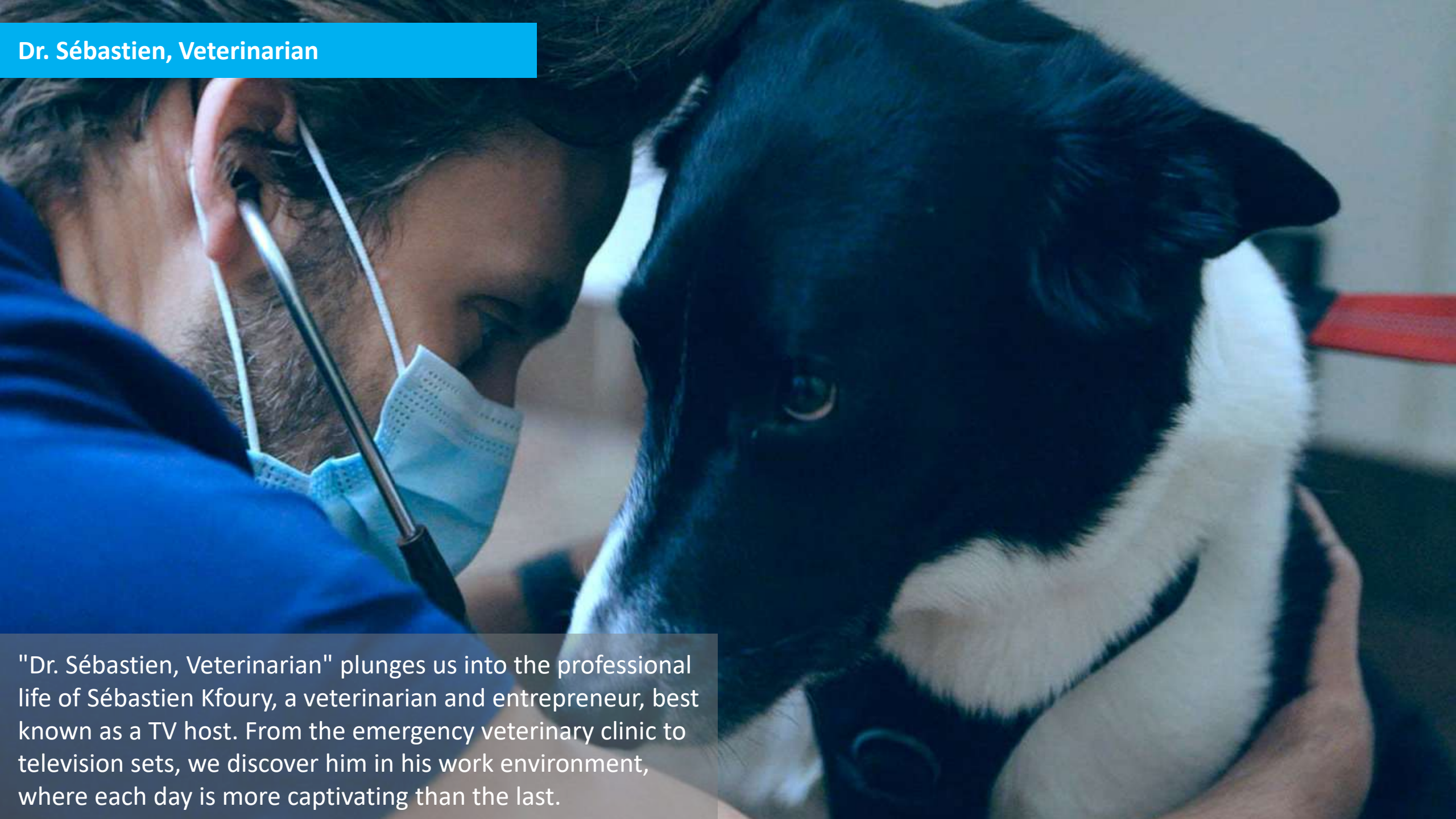


César is a globally renowned dog trainer. He utilizes his knowledge and years of experience to transform dogs with behavioral issues into perfect companions.

The Dog chef

A man with a goatee and a black t-shirt is smiling at a black and tan dog. They are in a kitchen-like setting with a white brick wall. The words 'The Dog Chef' are written in large, black, cursive letters on the wall. There are several large glass jars on a counter, some containing dog treats. A glass display case with food inside is visible on the right. The man has his hands clasped in front of him. The dog is standing on its hind legs, looking at the man.

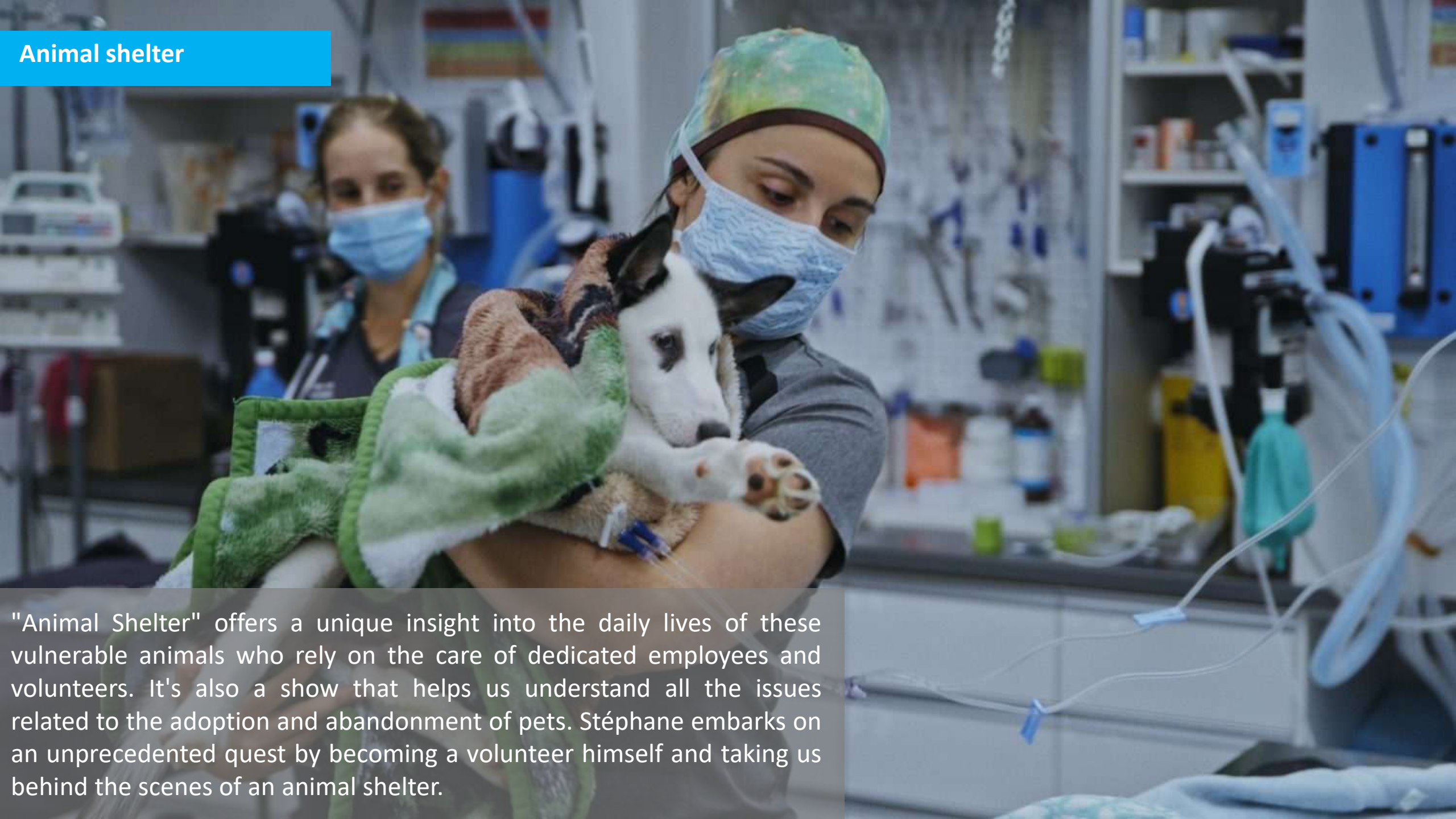
Join Kevyn Mathews, affectionately nicknamed "The Dog Chef," as he embarks on a mission to revolutionize the lives of dogs and the owners' experience through delicious and tailor-made meals. In each episode, Kevyn's culinary expertise meets canine challenges, from picky eaters to dietary concerns, as he creates solutions that delight the taste buds and meet specific needs.



Dr. Sébastien, Veterinarian

"Dr. Sébastien, Veterinarian" plunges us into the professional life of Sébastien Kfoury, a veterinarian and entrepreneur, best known as a TV host. From the emergency veterinary clinic to television sets, we discover him in his work environment, where each day is more captivating than the last.

Animal shelter



"Animal Shelter" offers a unique insight into the daily lives of these vulnerable animals who rely on the care of dedicated employees and volunteers. It's also a show that helps us understand all the issues related to the adoption and abandonment of pets. Stéphane embarks on an unprecedented quest by becoming a volunteer himself and taking us behind the scenes of an animal shelter.

Pets, Vets & Depts

A close-up photograph of a veterinarian, a woman with dark hair, wearing a white lab coat with blue piping and a blue stethoscope. She is holding two animals: a golden retriever puppy in her left arm and a small orange tabby kitten in her right hand. The puppy is looking directly at the camera with its large, floppy ears. The kitten is also looking at the camera. The background is a soft-focus outdoor setting with greenery.

People are willing to do anything for their pets. There are practically no limits to the treatments available for our four-legged friends, with MRI scans and even stem cell transplants becoming common. Unsurprisingly, medical bills can quickly escalate from hundreds to thousands of dollars...

REALITY TV



Les Poilus: Animal World Talk Show

"Les Poilus" is the world's first animal talk show! Sébastien Kfoury welcomes well-known personalities and introduces us to their animal world! Alongside his co-hosts, Sébastien surprises his guests with visits from animals of all species right on the set! Whether they have feathers, fur, scales, are domestic or exotic, all creatures are welcome on Les Poilus!



Secret life of cats



In a revolutionary experiment, 50 cats from a village in Surrey are equipped with GPS collars, and each of their movements is recorded, day and night, as they hunt in our backyards and patrol fences and garden hedges. You may think you know your pet well, but its secret life is more surprising than we thought.

A man with a beard and a woman are smiling while holding two dogs on a rooftop. The man is holding a brown and black dog, and the woman is holding a light-colored dog. The background shows a clear blue sky, power lines, and some buildings.

Animal Seeks Company

Discover the real stories of these amazing companions who are just waiting for a helping hand to finally find a home and have a second chance. Whether they were abandoned, found in an empty apartment, left for dead in an alley, these animals all have a dose of love to share! Assisted by video portraits of the animals launched on the web and on social media, the show's team sets out to find the perfect adoptive family for our animals.

The World's Biggest Pets



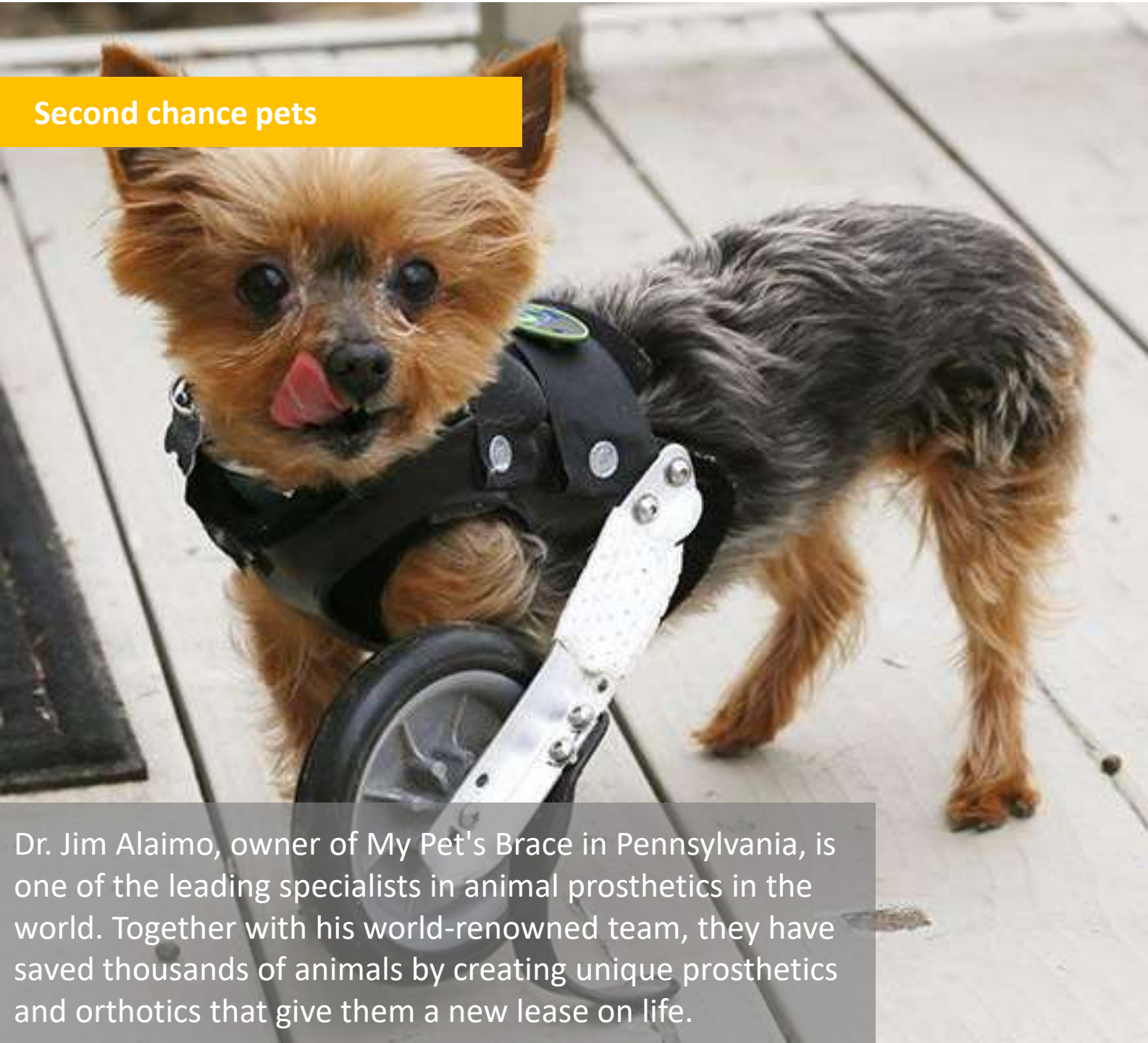
Get ready to meet enormous dogs, colossal rabbits, and officially the largest pets on the planet. This captivating documentary unveils the World's Largest Pets living in ordinary homes near you.

Adaptable animal



This series is an inspiring dive into the world of animals with disabilities.

Second chance pets



Dr. Jim Alaimo, owner of My Pet's Brace in Pennsylvania, is one of the leading specialists in animal prosthetics in the world. Together with his world-renowned team, they have saved thousands of animals by creating unique prosthetics and orthotics that give them a new lease on life.



Noémie Lenoir and guide dogs for the blind

Noémie Lenoir, an international model, is also a dedicated godmother to the French Federation of Guide Dog Associations for the Blind. Alongside visually impaired individuals, canine educators, and foster families for these adorable puppies, she introduces us to the fabulous destiny of these exceptional dogs.



Animal Abandonment: A Heartbreaking Reality

Original production

The documentary delves into the perpetrators, the reasons, and the statistics behind this alarming issue. Through poignant testimonies, it sheds light on the magnitude of the problem and its consequences for the animals. The film also highlights the efforts of shelters and volunteers to provide a new life for these neglected animals.



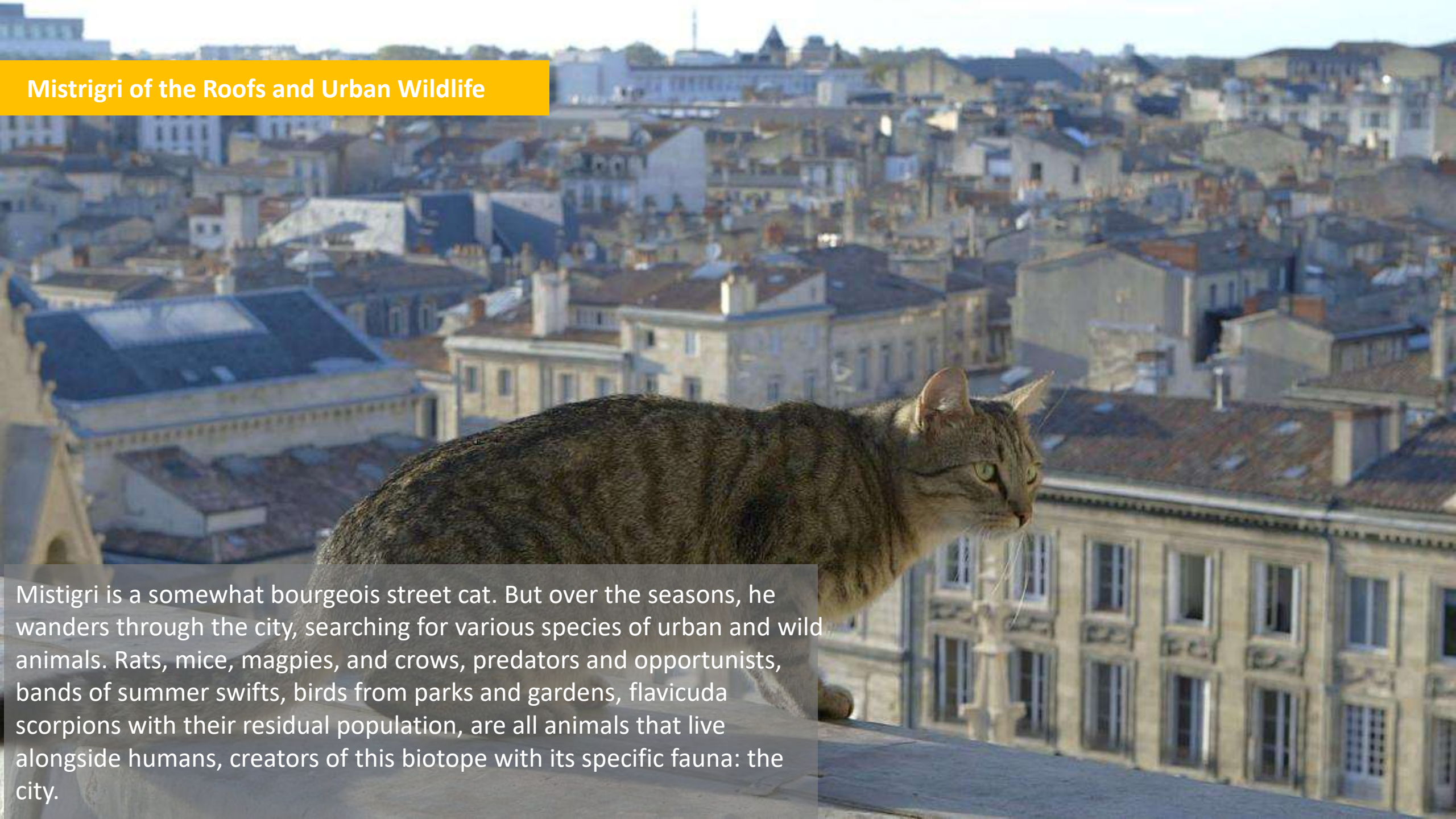
Unconventional-Looking Pets: Exploring Unique Companions

Original production



Unconventional Charm: Embracing the 'Ugly' but Beloved



A tabby cat with brown and black stripes is perched on a stone ledge, looking out over a vast, dense urban landscape. The city below is filled with numerous buildings, mostly with light-colored facades and dark, tiled roofs. The perspective is from a high vantage point, looking down into the city. The sky is a pale blue, suggesting a clear day. The cat's body is in the foreground, slightly out of focus, while the city below is the main focus of the image.

Mistigri of the Roofs and Urban Wildlife

Mistigri is a somewhat bourgeois street cat. But over the seasons, he wanders through the city, searching for various species of urban and wild animals. Rats, mice, magpies, and crows, predators and opportunists, bands of summer swifts, birds from parks and gardens, flavicuda scorpions with their residual population, are all animals that live alongside humans, creators of this biotope with its specific fauna: the city.

A close-up shot of a beaver and a small brown dog swimming in water. The beaver is on the left, looking towards the right. The dog is on the right, looking towards the left. Both animals are wearing bright yellow life jackets. The background is a dark, slightly rippled water surface.

Pet Heroes

PETS & VETS
BEAVER RESCUE

This series showcases extraordinary tales of animal heroism. In each episode of this documentary series, two incredible stories are told through interviews with pet owners and involved family members. Dramatic reenactments detail the incredible accounts of bravery accomplished by these amazing animal heroes.

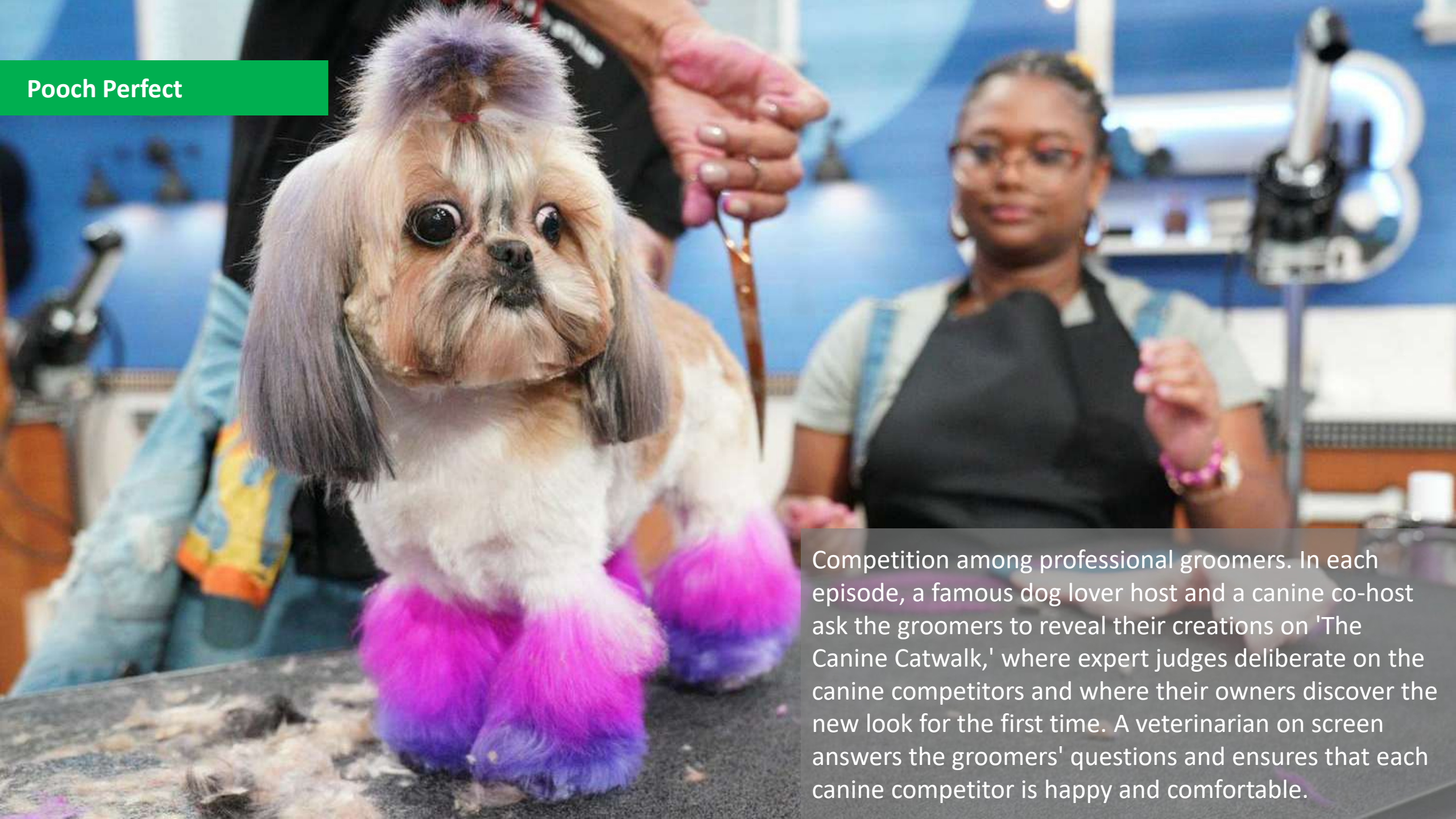
ENTERTAINMENT



Dating with dogs

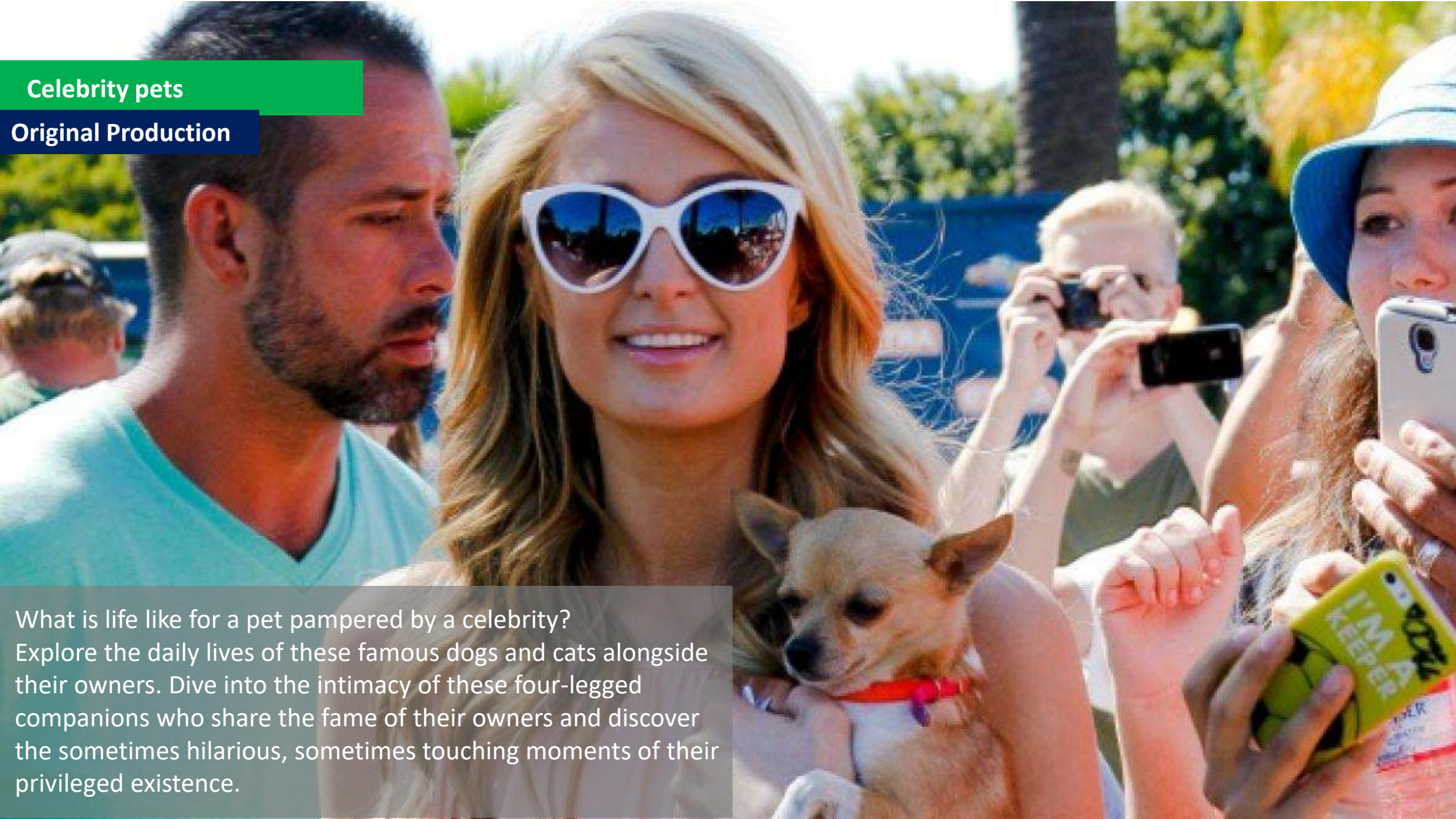
They're SINGLE, want to find love, and nothing can stop them. Well, maybe just their dog! This unique dating show revolves around singles selecting potential partners on a dedicated app based solely on their pet's profile. Like master, like dog... What better way to put this saying to the test than through dating? This quest for love of a new kind unfolds under the watchful and supportive eye of Zak, who will accompany and guide them throughout their adventure. So, will romance be at the end of the leash?



A Shih Tzu dog is the central focus, standing on a dark grooming table. It has a light tan and white coat with long, flowing ears. Its hair is styled with a purple topknot on its head and four large, fluffy pink pom-poms on its legs. A person's hand is visible at the top, holding a pair of scissors near the dog's head. In the background, a woman with glasses and a black apron is looking towards the camera. The setting appears to be a professional grooming salon with blue walls and various grooming tools.

Pooch Perfect

Competition among professional groomers. In each episode, a famous dog lover host and a canine co-host ask the groomers to reveal their creations on 'The Canine Catwalk,' where expert judges deliberate on the canine competitors and where their owners discover the new look for the first time. A veterinarian on screen answers the groomers' questions and ensures that each canine competitor is happy and comfortable.

A woman with long blonde hair and white sunglasses is smiling and holding a small, light-brown Chihuahua dog. She is surrounded by a crowd of people at an outdoor event. In the background, a man with a beard and a woman in a blue hat are visible, both holding up their phones to take pictures. The scene is bright and sunny, with green foliage in the background.

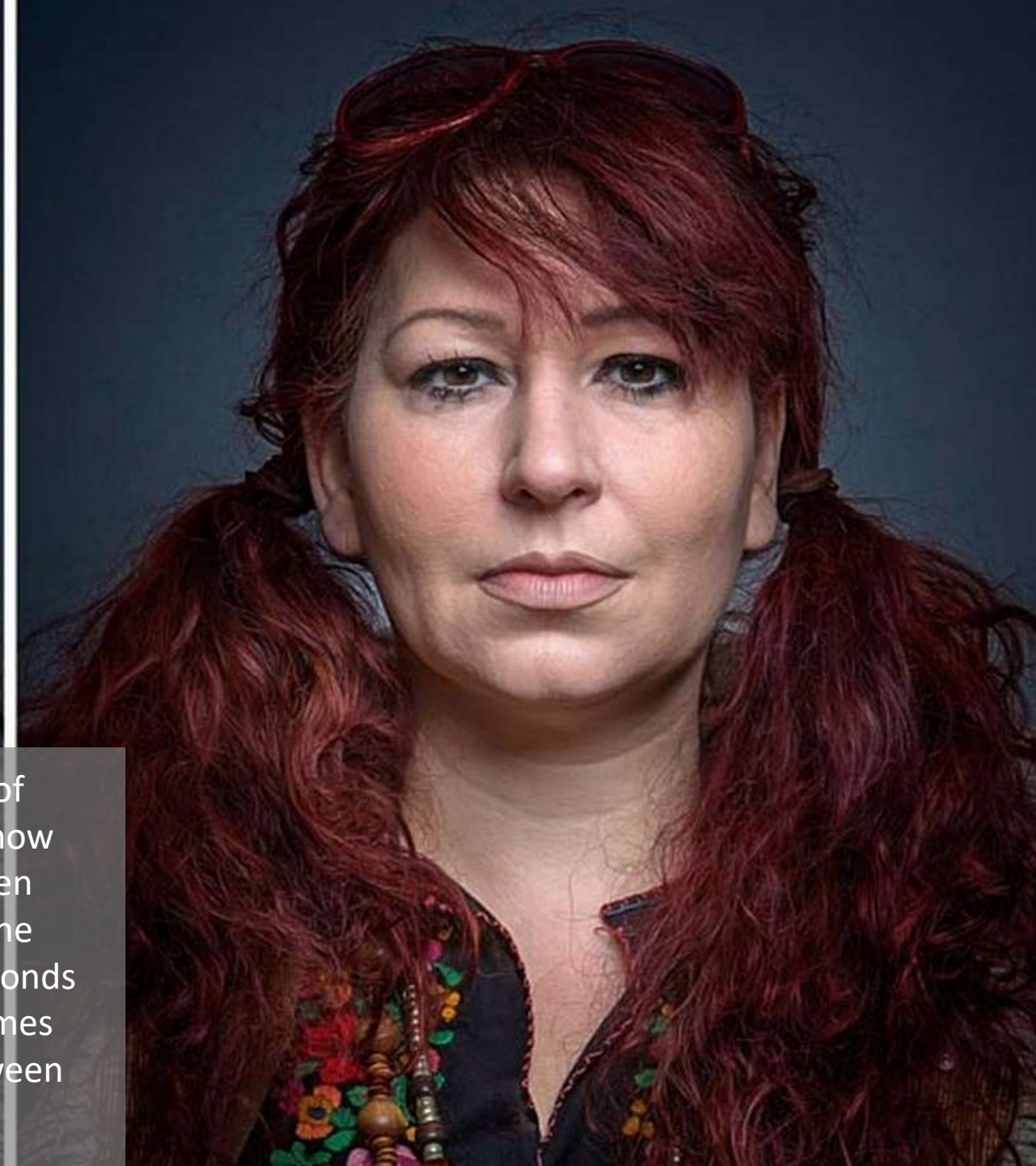
Celebrity pets

Original Production

What is life like for a pet pampered by a celebrity? Explore the daily lives of these famous dogs and cats alongside their owners. Dive into the intimacy of these four-legged companions who share the fame of their owners and discover the sometimes hilarious, sometimes touching moments of their privileged existence.

Like Dog, Like Owner: The Game of Similarities

Original Production

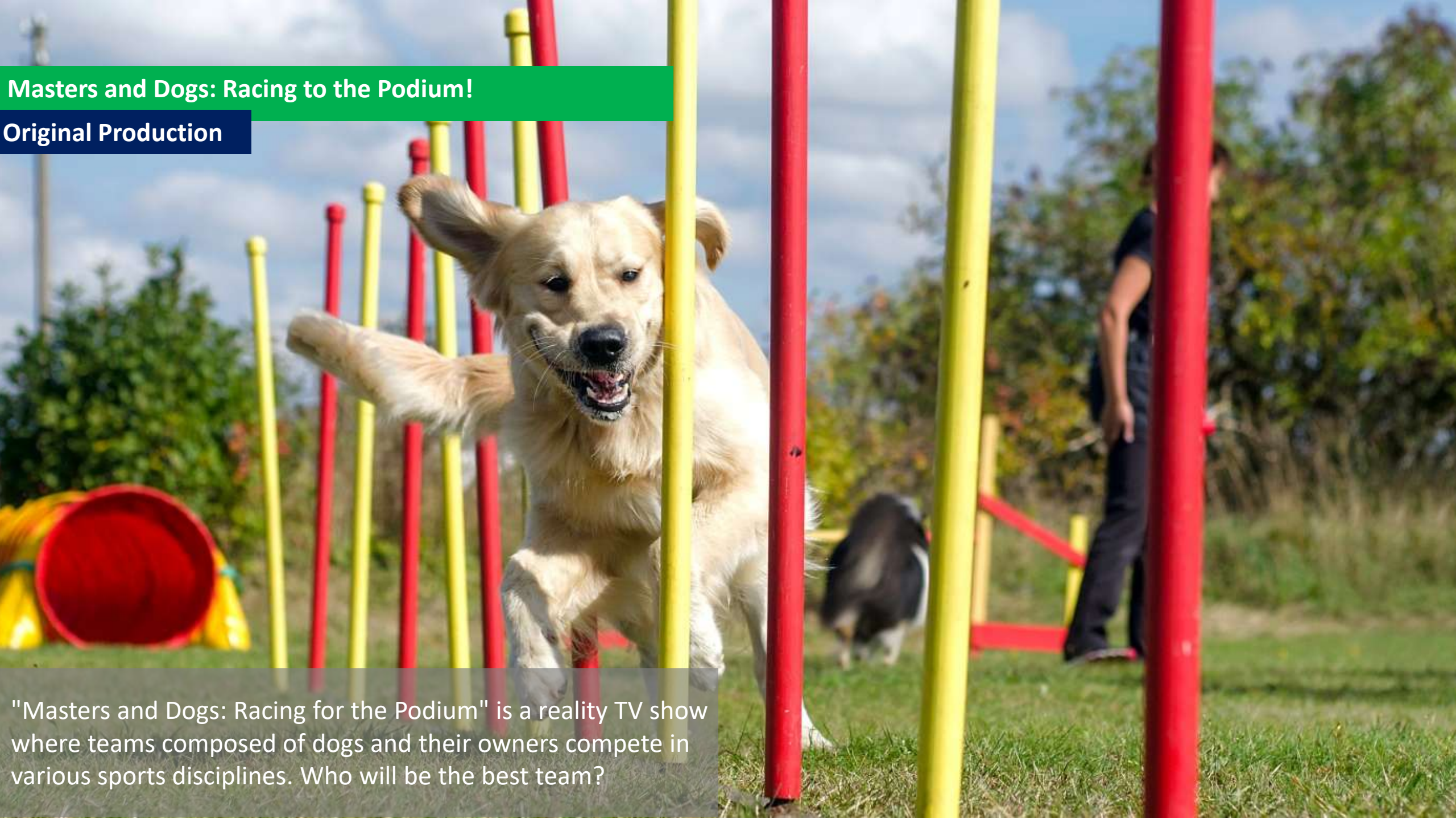


Embark on a journey to discover the most astonishing portraits of owners and their dogs who share a striking resemblance. This show unveils the incredible physical and behavioral similarities between masters and their faithful four-legged companions, confirming the saying 'Like owner, like dog.' Each episode explores the special bonds that unite these duos, revealing hilarious, touching, and sometimes surprising stories, while celebrating the unique connection between man and his best friend.

Masters and Dogs: Racing to the Podium!

Original Production

"Masters and Dogs: Racing for the Podium" is a reality TV show where teams composed of dogs and their owners compete in various sports disciplines. Who will be the best team?



Lost and Found: A Search for Pets

Original Production

Our reality show follows the daily lives of families who have lost their beloved cat or dog. How do they cope with the hours and days following the disappearance of their four-legged companion? What actions do they take? Follow these moving stories, from the first moments to the joyful reunions.

chat perdu



Merci de nous contacter



Extraordinary Tales of Famous Animals

Original Production

Dive into the incredible lives of famous pets, from icons like Lassie and Hachiko to internet stars like Grumpy Cat. Each episode reveals the highlights of their lives, blending testimonials, interviews, and archives to tell captivating stories of courage and loyalty.

Funny Videos



Life's Own Funny Videos



MARKETING



PARTNERSHIPS

With brands, exhibitions, competitions, shows,...

CONTESTS

To win prizes, vouchers, subscriptions,...

COMMUNICATION

Press relations, digital communication, press, advertising,...

EVENTS

Competitions, debates, conferences, B2C and B2B events,

(for example: Hello Doggie Festival in Bucharest,...)

A promotional poster for a dog show. The background is a warm, golden-yellow with a sunburst effect in the top left. On the right, a large, ornate golden trophy cup is shown, with a small Pomeranian dog sitting inside it. In the bottom left, three dogs are depicted: a German Shepherd, a small black dog, and a white dog. The text 'KENNEL ASSOCIATION OF THE REPUBLIC OF MACEDONIA' and 'KENNEL CLUB SKARDUS - GOSTIVAR' is at the top. Below this are two circular logos. A white box on the right lists participating countries with their flags. The main title 'MAVROVO' is in large, bold, golden letters, followed by '2xCAC & 2xCACIB'. Below the title, a list of judges with their names and countries is provided. At the bottom, the text 'Save the date!' is written in a cursive font, followed by the dates '01-02 AUGUST 2026' in large, bold, golden letters.

KENNEL ASSOCIATION OF THE REPUBLIC OF MACEDONIA
KENNEL CLUB SKARDUS - GOSTIVAR

• Bosnia & Herzegovina
• Split, Croatia
• Cetinje, Montenegro
• Mavrovo, Macedonia
• Pejë, Kosovo

MAVROVO
2xCAC & 2xCACIB

Judges

- BARBARA MULLER *Switzerland*
- LAURENT PICHARD *Switzerland*
- KRISTINA VANICKOVA *Czech Republic*
- IVAN JUKIC *Bosnia and Herzegovina*
- ANTE KUBICEK *Bosnia and Herzegovina*
- ANASTASIA ZOLOTUHKINA *Macedonia*
- NADICA RADEVSKA *Macedonia*
- MONIKA NAJDOVSKA *Macedonia*
- DRAGAN KITANOSKI *Macedonia*
- MILE ALEKSOSKI *Macedonia*
- GORAN DOJCHINOSKI *Macedonia*
- DARKO GEGOVSKI *Macedonia*

Save the date!
01-02 AUGUST 2026

WHY A CHANNEL ABOUT PETS?

The first TV channel targeting pet lovers (**56% of the world's population**)

Audience increased by 500% since the pandemic

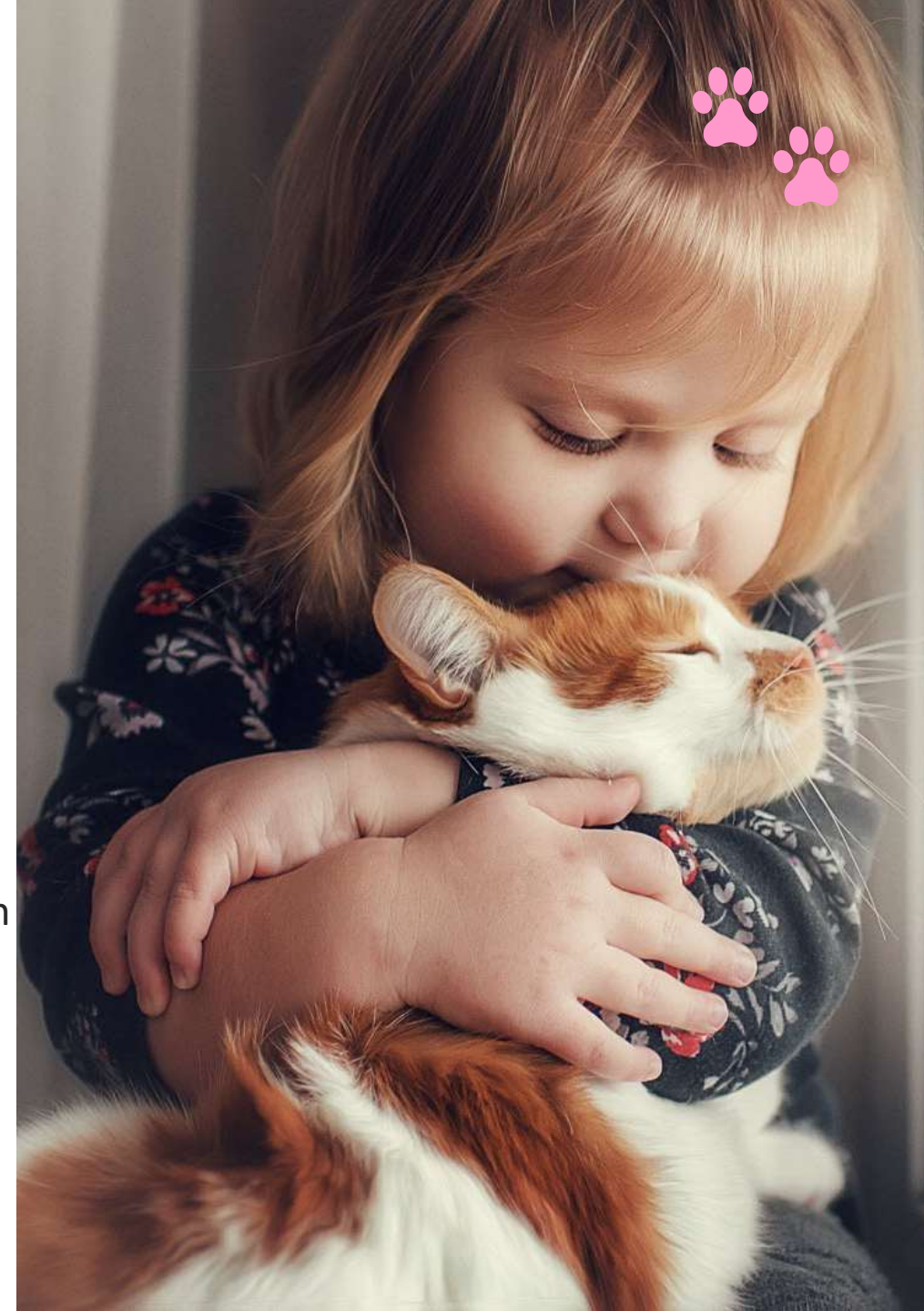
Appeals to a **wide audience**, both adults and children (and animals)

Entertaining, positive, accessible channel for everyone that makes us feel good

Becoming an essential TV leader in a popular theme

Strong emotional connection with the viewer, mirroring the relationship with their pet

Engaging a **strong and active community** on digital and social media





Thank you