



ZDF's  
The Muscleteers.

## Rising to the Occasion

**Arne Lohmann shares what sets ZDF Enterprises' kids' and youth titles a cut above the competition. By Chelsea Regan**

**F**rom live-action titles like *Heirs of the Night*, *The Athena* and *Pan Tau* to animated series such as *The Muscleteers*, *Coconut*, *the Little Dragon*, *Space Nova* and *Zoom—The White Dolphin*, ZDF Enterprises (ZDFE) remains a prolific provider of kids' and youth titles for the global market.

"Our series all meet the requirements clients are asking for," says Arne Lohmann, VP ZDFE.junior, ZDF Enterprises. "Our entire catalog consists of high-quality programs for children that have often been produced in co-production with esteemed and

experienced international partners. Thus, they transport messages that are understood and valued all around the globe."

According to Lohmann, the programs most in-demand at present are live-action series aimed at a co-viewing audience

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and animated titles targeted at kids 6 to 10. "ZDF Enterprises' junior department has been able to boost its production slate to meet this demand with a handful of new high-class commissions in live action and animation," says Lohmann, mentioning *Grisù* with Toon2Tango and Mondo TV France and *Alea Aquarius* with Red Balloon Film. ZDFE is also working on the new surf series *Surviving Summer* with Werner Film Productions and *Theodosia*.

Lohmann believes that the global kids' content industry is in as positive a position as ever. "There is a bigger demand for kids' content, especially as the streamers are focusing on it in order to maintain their subscribers," he says. "The big question is what kind of programs does the audience want after the pandemic? Will it be pure escapism with engaging into fantasy worlds? Or do we need to commission further educational programming and real-life scenarios? Perhaps a mixture of both, like in our series *Zoom—The White Dolphin*." ■