Fred Burcksen, the executive VP and COO of ZDF Enterprises, tells TV Kids about the company's children's and family highlights. By Anna Carugati

Something for everyone is very much the motto behind ZDF Enterprises' ZDFE junior catalogue. The commercial arm of the German public broadcaster ZDF believes in having children and youth programming for all different kinds of television outlets and all ages and tastes.

ZDFE junior, in fact, offers animation and live-action series for everyone from preschoolers to teens, and children's programming remains a fundamental component of the larger ZDFE catalogue. "It is important and has been important over the last decades," says Fred Burcksen, the executive VP and COO of ZDF Enterprises.

ZDF has invested in several aspects of the children's business. "We have a very strong editorial department within the network," continues Burcksen. "We have a children's channel called KiKA which we are a fifty-fifty partner with ARD, and with our expertise at ZDF Enterprises we have done amazing things on a global scale."

"Everybody knows our brands," he adds. He cites the live-action series H2O: Just Add Water and Mako Mermaids. From Jonathan M. Shiff Productions in Australia, both are about teenage girls who are mermaids. Mako Mermaids was picked up by Netflix for its global footprint, as was the animated spin-off H2O: Mermaid Adventures, from Les Cartonnières Associées and Fantasia Animation.

Another well-known brand is Wolfblood, a live-action series about a teen girl who is neither completely human nor completely wolf, but has super speed, strength and senses and must learn to deal with these powers. "We have just finished the fourth season of Wolfblood, and other big things are coming up," says Burcksen.

ZDFE has had success with its programming aimed at teenagers, a group that's hard to please. One such series is Dance Academy, of which three seasons have been produced in Australia with Joanna Werner of Werner Film Productions. The series focuses on a 15-year-old Australian girl, raised on a farm, who dreams of becoming a dancer. But when she is accepted at the National Academy of Dance, she quickly realizes how challenging training and surviving the academy will be.

"They are coming of age stories, but they deal with issues that are really in between generations, so to speak, not for kids, not for adults, but just in between. It's very difficult to teach that group, but Dance Academy worked very well for us."

ZDF Enterprises has an equally rich offering for younger children. One recent series is the animated preschool show Coconut, the Little Dragon, from Galigli Film, based on bestselling books with more than 6 million sold worldwide. Encouraging problem-solving and emphasizing the importance of friendship and tolerance, the series focuses on Coconut and his friends Oscar and Matilda, who find that life doesn't always prove to be easy on Dragon Island. Another new show for preschoolers is JoWaLu, from Scopas Medien in cooperation with ZDF and ZDF Enterprises.

ZDF Enterprises has a reputation among international broadcasters and production companies as a reliable partner. "We like that, and we need it," says Burcksen. "We are always open to good ideas and useful cooperation." And always looking to have something in the catalog for everyone.