

## Press release

25<sup>th</sup> September 2025, Paris

### Glance measures the magic behind kids' entertainment hits at MIPJUNIOR 2025



Today, the leader in TV and video market intelligence, Glance, revealed details about its exclusive upcoming session at **MIPJUNIOR 2025** in October. 'Measuring Magic: Kids' Hits & Trends' will explore the data-driven insights behind successful children's programming in today's evolving TV & VOD landscape.

Romy Nicolas, Senior Research Analyst and Laura Freydier Dubreul, Regional Sales Director, will lead the session drawing on Glance's unparalleled access to audience data across more than 120 territories. They will examine how young audiences engage with content, analyse standout children's series and reveal multiplatform strategies that resonate with viewers from pre-school to 15 years old.

The presentation will tackle the most pressing questions around young people's viewing habits as they continue to evolve and competition for younger audiences intensifies across platforms. Nicolas and Freydier Dubreul will share case studies and data points, blending insight and inspiration, revealing the numbers behind the hits and the creative shifts shaping the future of kids' content.

“What really makes a great series today isn't defined solely by its storyline, but by the way that story is told. Our research reveals that children's viewing habits are evolving rapidly. The most successful shows meet young audiences where they are. For instance, in the UK, average daily screen time for children 4 to 15 years old is almost equally divided between broadcasters, SVOD platforms and video-sharing platforms such as YouTube. Multi-platform strategies are key to maximising reach and engagement.”

**Laura Freydier Dubreul**, Regional Sales Director - Americas, UK, Nordics at Glance

This session will also reveal an analysis of programmes from around the world that have struck a chord with young audiences, diving through three big trends including Next-Level Kids, Next-Gen Legends and Next-Dimension Fun.

Children's programming is evolving with digital and cross-generational themes, blending innovation, values, and universal appeal. Shows like Sweden's *Blir Det Gott* use AI to create quirky recipe mashups, while sports-themed series such as the UK's *High Hoops* inspire teamwork and personal growth.

Intergenerational connections shine in the Czech factual series *Nejlepší Den*, where children and seniors design memorable days for each other, and major franchises like *Astérix & Obélix: The Big Fight* unite nostalgic adults with new young fans.

Meanwhile, universal stories remain a hit, from Australia's absurdly funny *Do Not Watch This Show* to Saudi Arabia's *Madar & Rashed*, where interplanetary adventures and secret missions fuel children's imaginations.

“ It is always fascinating to analyse the evolution of children's consumption and the stories that appeal to them. Kids connect deeply with relatable characters and universal themes - family, adventure, humor, music and sports - that resonate across generations. In the session, we'll highlight *K-Pop Demon Hunters* on Netflix with its strong and fun female-leads and storytelling based on K-Pop music, which was an instant international hit. ”

**Romy Nicolas**, Senior Research Analyst at Glance

**MIPJUNIOR 2025**, the world's leading kids conference and networking market, takes place from 11 to 12 October at the Palais des Festivals in Cannes, France.

Nicolas and Freydieur Dubreul's session '**Measuring Magic: Kids' Hits & Trends**' is on Saturday 11 October from 09:45 - 10:15 in the Palais 1 - Debussy Theatre.

Glance delivers official ratings for more than 7,000 channels across 120 territories, across 230 major broadcasters, streaming services and production studios worldwide to turn complex audience data into actionable insights. Its team of experts analyse audience viewing data, for a variety of clients across the globe, using robust methodologies.

#### About Glance

Part of Médiamétrie, Glance is the global market leader in TV and video market intelligence.

With offices in Paris and London, Glance partners with over 100 data providers internationally to provide TV and online viewing ratings and analysis about audience viewing data using robust methodologies.

It supplies official TV ratings for over 7,000 channels across more than 120 territories, including SVOD ratings in 28 countries, and tracks content trends across 50 territories. With more than 230 flagship clients, Glance delivers strategic advice on content development and distribution using predictive tools to index audience appeal.

More information: [www.glance-mediаметrie.com](http://www.glance-mediаметrie.com)  @Glance  Glance [Online store](#)

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#### About Médiamétrie, High trust data

Every day, Médiamétrie processes over one billion data to support its French and international customers in developing their strategies. At the core of our values and offerings: transparent, right, impartial, inclusive, comparable and verifiable measurement. Médiamétrie places the full expertise of its teams at the service of the design and production of joint and sovereign standard audience measurements for media, platforms and the advertising market, across both audio and video universes. Médiamétrie employs over 700 people and achieved a turnover of €103.5 million in 2024.

Further information : [www.mediаметrie.fr](http://www.mediаметrie.fr)  @Mediаметrie  Mediаметrie.official  Médiamétrie

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