



Tiny Pop Transitions to Digital

LONDON, UK 30/01/24: *Narrative Entertainment*, the broadcaster behind the largest commercial kids' group in the UK, has today announced it will take pre-school channel ***Tiny Pop*** fully digital from 20th March 2024.

The move follows the successful launch of the channel on **FAST** platforms in September, with sister channel **POP** currently the number #1 ranking kids' FAST channel on Samsung TV Plus and ***Tiny Pop*** consistently being amongst the top 3 best performing kids' channels in the service.

Home to popular TV shows and characters such as *Cookie Monster's Foodie Truck*, *Hello Kitty: Super Style!* and *Masha and the Bear*, ***Tiny Pop*** is available for free on FAST platforms Samsung TV Plus, LG and Netgem, with the move creating further potential for digital expansion for the brand.

Tiny Pop will also continue to be available for free across all major TV platforms and mobile devices via the POP Player app, home to **over 1000** hours of content, as well as hosting a range of pre-school and bridge content on YouTube.

The network has increased its share of kids' commercial impacts YoY and now commands 46% of Kids' commercial impacts overall, despite the challenging market - as children's content viewing habits change. Shifting its strategy for 2024, Narrative will focus on expanding its digital offering to cater to a younger, digital audience.

Francesca Newington, Director, POP Channels, says, "Tiny Pop's transition to fully digital kickstarts our 2024 strategy to focus specifically on the needs of our young audiences.

With the rise in children aged 3 – 4 consuming content online [OFCOM], our expansion onto platforms such as FAST has provided us with new opportunities to evolve and adapt to provide viewers with free access to exciting content wherever and whenever they choose to watch. “

Tiny Pop is available on FAST platforms Samsung TV Plus, LG and Netgem, as well as across all major TV platforms on the POP Player app and YouTube.

- ENDS -

For more information, contact:
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About Narrative Entertainment:

Narrative Entertainment is an independent broadcaster in the UK with a portfolio spanning Movies, Entertainment and Children's TV. Narrative's well-established Movie and Entertainment channels are housed under the GREAT! brand that collectively entertains 9 million adults UK adults every month. The portfolio includes the UK's fastest growing channel this year, GREAT! Romance, and the nation's favourite seasonal channel, GREAT! Christmas, and is the UK's number one destination for movie viewing. Brands also include GREAT! Movies and GREAT! TV.

The kids channels form the largest commercial network of children's channels in the country (POP, Tiny Pop and POP MAX), POP Channels remain the #1 non-PSB destination for Kids 4-15, reaching over 4 million Kids 4-15 on linear in the past year alone. The channels can also be accessed via AVOD catch-up service, the POP Player.

Narrative Entertainment Ltd successfully extended its reach by launching FAST channels GREAT! Movies, GREAT! Romance and POP Kids in 2022.

Sources:

OFCOM 'Children and Parents: Media Use and Attitudes 2023'

https://www.ofcom.org.uk/_data/assets/pdf_file/0027/255852/childrens-media-use-and-attitudes-report-2023.pdf