

SPAIN – DYNAMIC APP MARKET FOR KIDS

EXAMPLES FROM THE REPOSITORY

rtve.es/infantil (ClanTV is the TV channel for kids of the Spanish public broadcaster) **babyradio.es** (a privately run website offering quality content for small kids. It won the Spanish round of the European Award for Best Content for Kids in 2013) **pocoyo.com** (this famous character was born in Spain and it has a very popular and lively website) **Apps: Toc and Roll** (a fun way to learn and compose music), **Marina y la luz** (without text or voiceover, this app offers children a way to develop their imagination in a beautiful way), **Jose Aprende**

(for children with autism, this app is designed to help them to learn how to cope with emotions), **Family Team** (an app for the whole family as a funny way to deal with home tasks), **Bye Bye Fears** (this app helps children to deal with their fears in a positive way)



App "Jose Aprende"

Positive content and services for children in Spain is a yet to-be-developed market, as public discourse is still mainly focused on child protection messages (safety and risks online). Besides that, the country's political division into 17 different Autonomous Communities, several of these with its own official language (as Catalan, Basque or Gallego) assures 17 different programmes not always well coordinated. In this context public libraries are playing the most interesting role offering content to this target group as part of a media literacy strategy. But the main players in this field are the big names (Google-Youtube, Disney, or some editorial houses). ClanTV online, the public broadcaster site for children, is the biggest and most interesting destination for the youngest ones. And of course, Pocoyo – a Spanish character – also has a popular space online. Babyradio.com won the national round of the European Award for Best Content for Kids online. For teenagers, social networks as Tuenti, Facebook or Instagram are the most popular destinations. In the last months, the app market for children is growing in Spain and offers contents of huge quality and diversity. Providers are usually small and private companies facing problems to find financing and eager to collaborate on a European scale.