



Closer, Faster, Smarter



Do you remember this?

Or is a Gen X memory only?



Tradition says you get married in church



TRADITION





CLOSER, FASTER, SMARTER:

Rethinking kids news

- Radar XS - Kids News Reinvented
- Traditions says... But...
- Turn the apple upside down



EDITORIAL CONTEXT

New for Kids
~(8-12)~

~400k audience

TV + Digital +
Schools

360°





CONTEXT

KNOWLEDGE

DEMOCRACY

CRITICALLY THINKING

**CONFIDENT
ADULTS**

TRUSTED

PARTICIPATION

RIGHTS

EMPATHY



**HOUSTON,
WE HAVE A
PROBLEM..**



THE PROBLEM

We record 3
programs a week...

And... sometimes...
the world happens
on Monday 🙄

Kids live in the
present - we
arrive later



REAL EXAMPLE

Blackout ➔ Monday

News at Radar XS ➔ Friday (4 days later)

➔ We're late





WHY CHANGE?

- Kids consume differently
- Need for speed
- YouTube / TikTok language
- Less 'adult TV adapted'



LIMITATIONS



- **Traditional:**
studio-based
- **Recorded live on tape,**
with pre-produced
content.
- **Classic TV**
Far from how kids consume
content today
- **Long Takes, traditional
framing...**



THE SHIFT

- From a weekly show to a daily flow
- From a heavy setup to a light, flexible space
- From TV logic to kids-first news



INSPIRATION



RTBF
Lez Niouzz

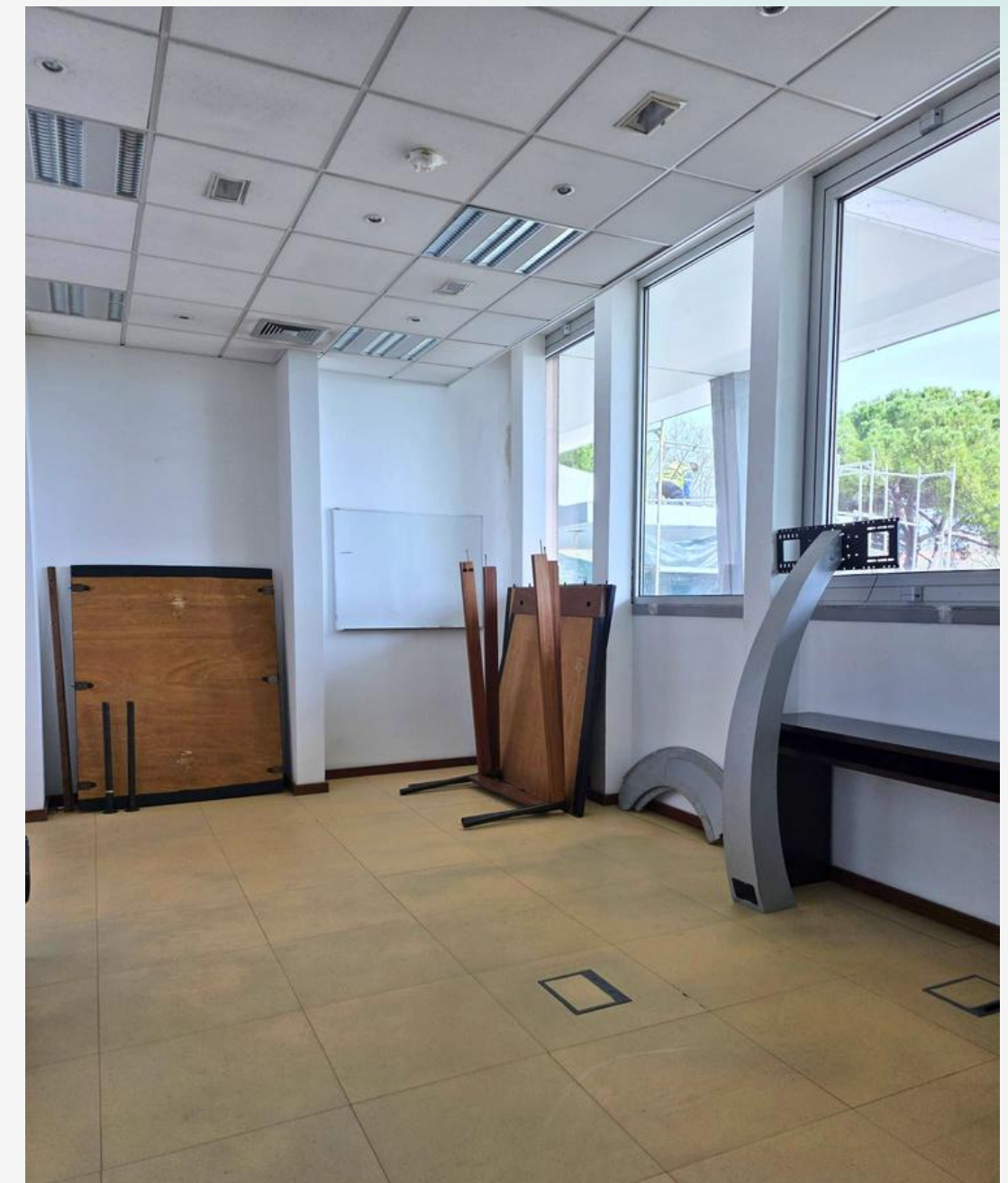


CLOSER, INTEGRATED, AGILE



DEDICATED SPACE

BEFORE





DEDICATED SPACE

AFTER





PLOT TWIST

Not under News
(complex)

BUT

Former News
Director's office





CORE IDEA

One Team

One Space

One Workflow

NO SILOS



TECHNOLOGY

SMALL TOOLS



BIG IMPACT





LANGUAGE



➤ Closer

➤ More human

➤ Less “TV for adults”



PRODUCTION MODEL

Weekly Base + Daily News

Post-Production Workflow



TEAM

Small and integrated





CONTENT

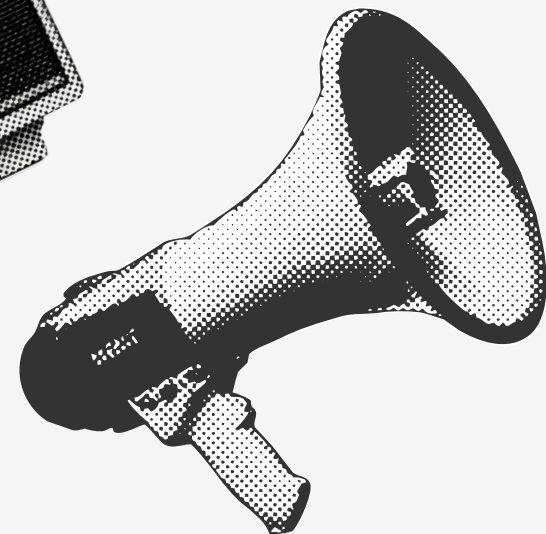
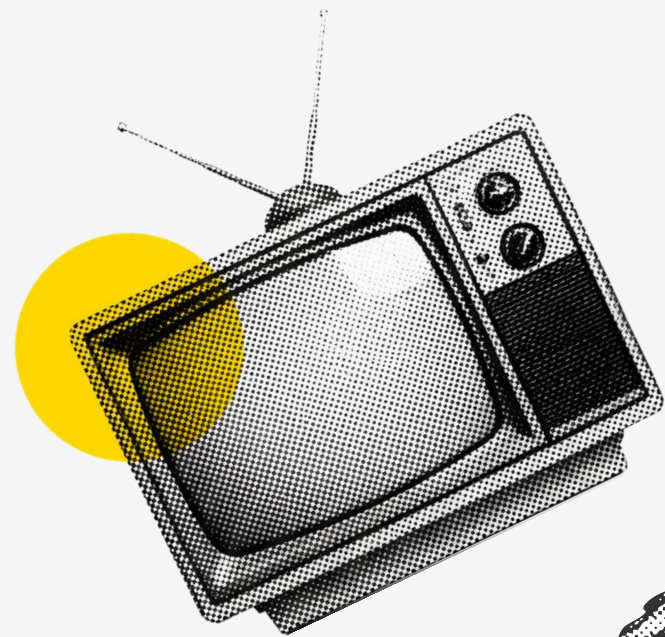
- **+40%**
- **Same-day Focus**





MULTIPLATFORM

TV + PLAY + SOCIAL + SCHOOLS

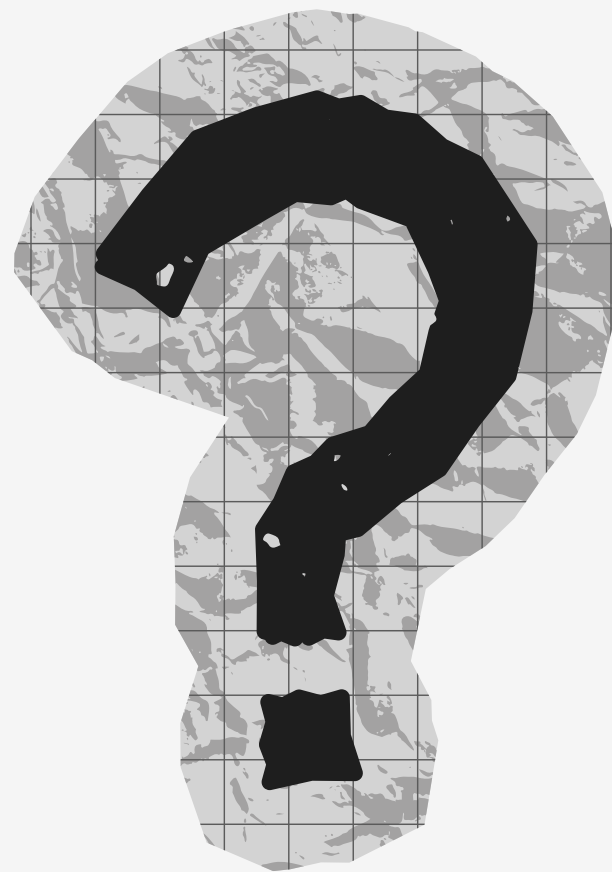


**THE END,
BUT...**

WAIT A SEC



WHERE ARE KIDS TODAY





LET'S THINK TOGETHER



- ➔ Be where kids are or create safe spaces?
- ➔ What does trust look like?
- ➔ What is coming?



CHALLENGE

Should kids news group
have a shared position?

