



animal planet

MEDIA GUIDE

2023



animal planet

animal planet is the world's largest animal and nature channel. It covers contents from the battle of the fittest to breathtaking views of nature, the relationship between animals and humans, and pets. The vast beautiful scenes depicted delve into the wonders of the earth. Furthermore, the myriad expressions of animals portrayed from a variety of viewpoints capture the minds and hearts of the viewers as well as offering new, and often unexpected, discoveries.

Broadcasting in Japan began in December 2000. Currently, it is available via cable, Sky Perfect TV, PTV, as well as multiple online media forms.

WHAT MAKES “animal planet” SPECIAL ?

Family-friendly content! Multiple genres to cater to everyone’s needs



animal planet has a wide audience with a range of programs suitable for catering to the needs of the entire family. The channel is especially popular with parents as a fun learning opportunity for children.

A range of pet programs from the educational to simply cute!



A range of pet programs, mainly focusing on cats and dogs is available. Everything from how to train and care for your pet to simply seeing how cute and lovely our furry friends are.

Large-scale nature documentary programs only possible through animal planet



animal planet co-produces large scale documentary programs with BBC as well as other companies in addition to compiling unique original programs which cannot be found anywhere else.

Wide range of content available to meet varying needs



A full lineup of programs that meet the various needs of our viewers, as well as an array of original programming projects. Currently developing genres outside of existing ones to attract new viewers.

POPULAR SERIES

Nature



Nature documentaries

Showcases the beauty of nature and the life of animals living in that environment. Highlights how animals adapt to treacherous environments and focuses on the wonders of animals and nature.

Wildlife



Brothers in Blood

This is a powerful documentary, filmed over a 16-year span, about the rise of a coalition of six lions, branded The Mapogo Lions, and their takeover of the largest territory by a pride.

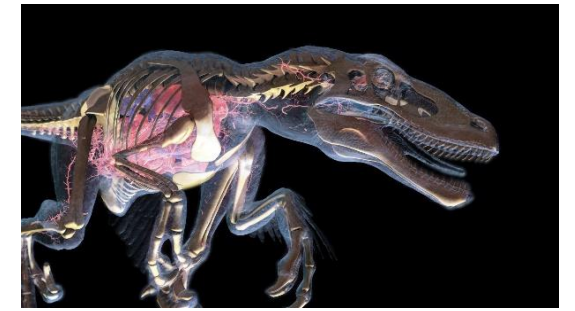
Pets



My Cat from Hell

Jackson Galaxy goes far and wide across the U.S. to get up-close and personal with families as he tries to rehabilitate felines with behavioral issues and the cat owners who don't understand them. All your questions about cat issues resolved!

Dinosaurs

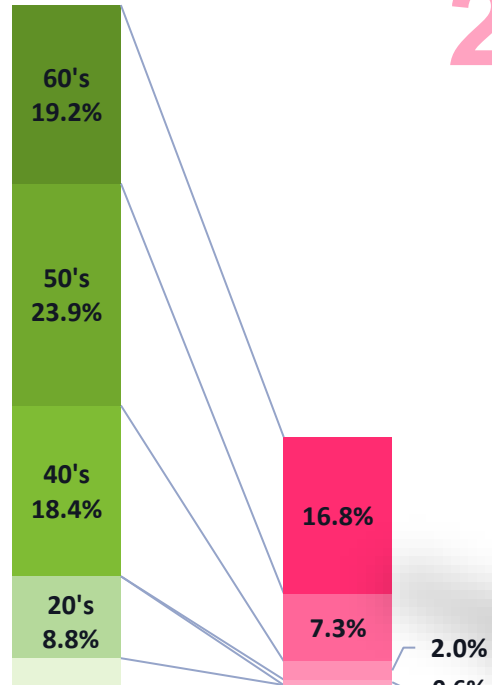


Clash Of The Dinosaurs

In-depth examination and analysis of the mysteries of the dinosaur. Replicating dinosaurs through cutting edge CGI, the program examines the mysteries of the dinosaur and how it lived through the ages.

DEMOGRAPHIC ANALYSIS [1/4]

73.2%



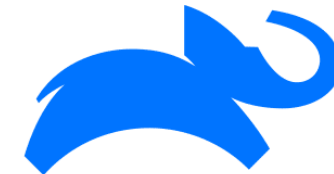
26.8%



The majority of viewers are in their 40s or above, and families often watch the programs together.

*Video Research ACR/ex 2022.4-6

Reach



animal planet

600m households

Platform

スカパー!

CATV
ケーブルテレビ

J:COM

auひかり

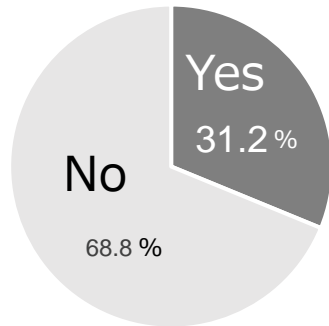
Video On-Demand

Manabi Library/J:COM On-demand

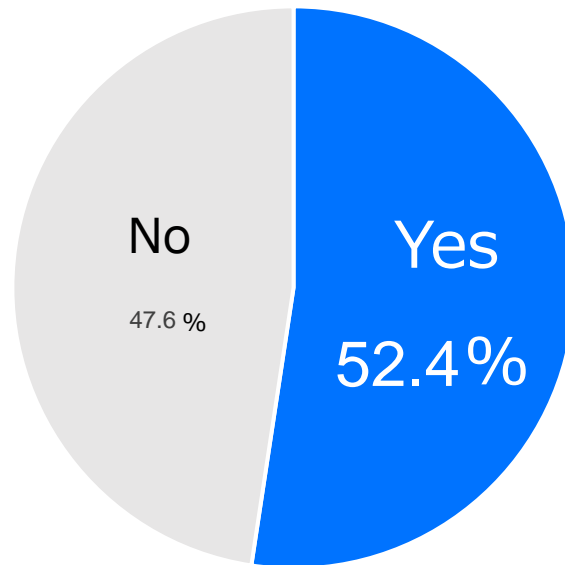
DEMOGRAPHIC ANALYSIS [2/4]

Pet-owner or not

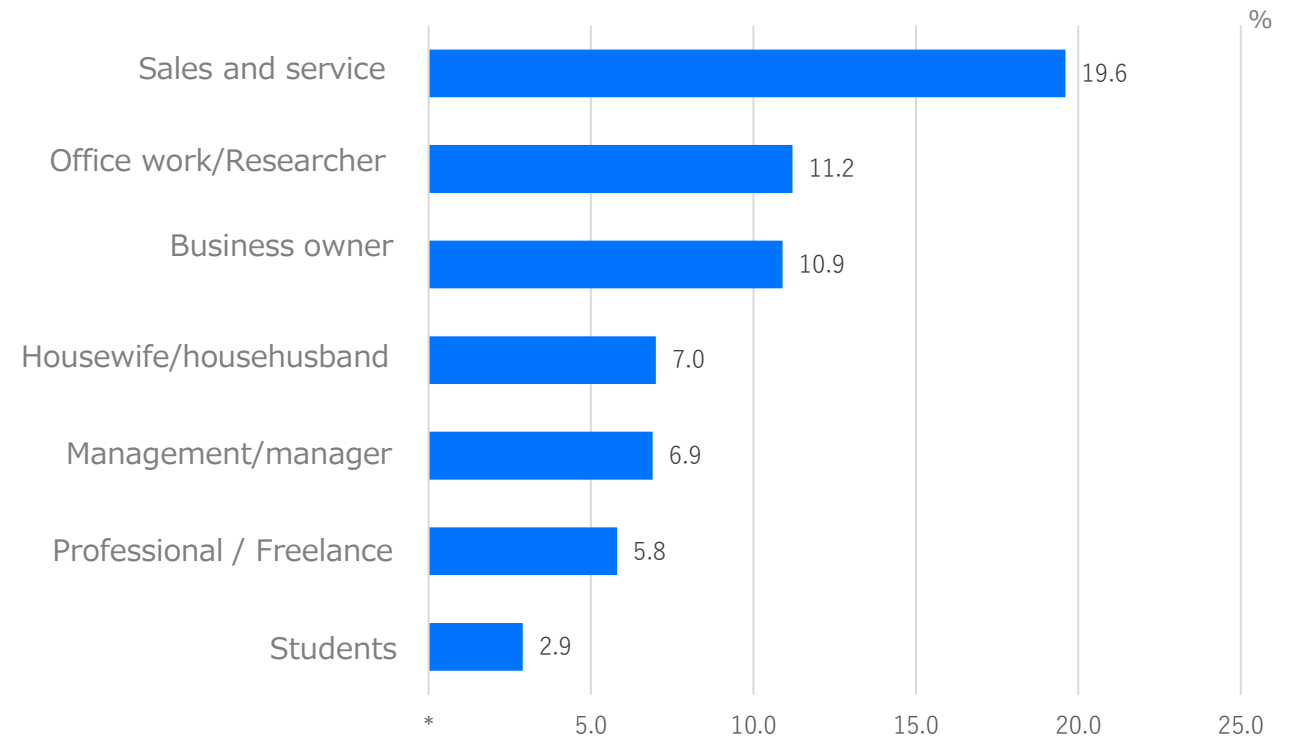
Free-to-air viewers



animal planet viewers



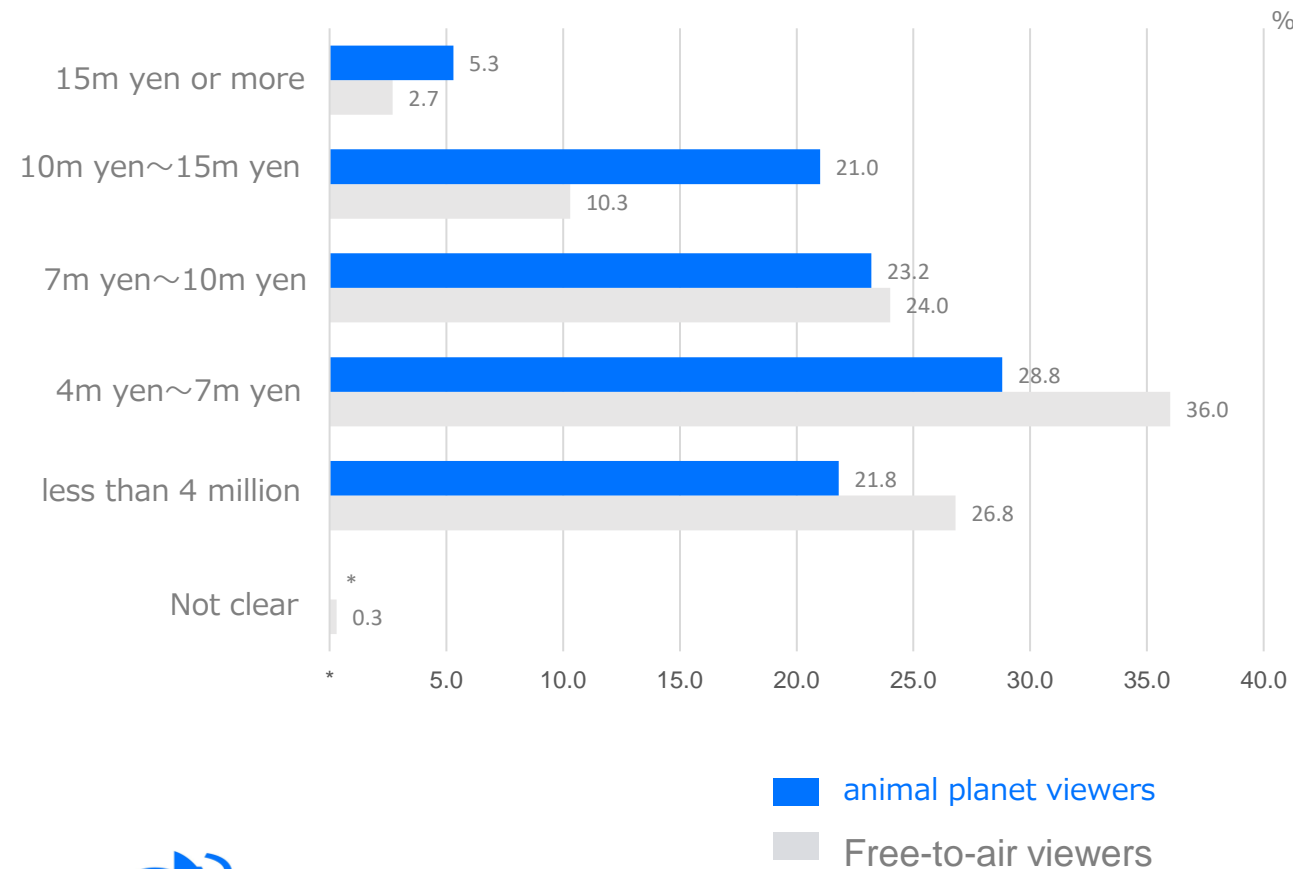
Occupation



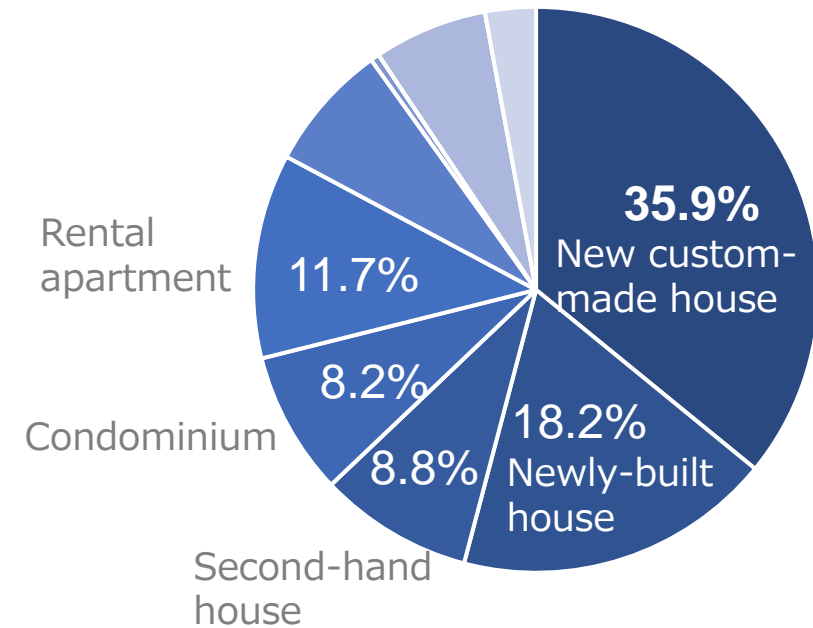
62% of viewers are married and **more than half have pets.**

DEMOGRAPHIC ANALYSIS [3/4]

Annual Income



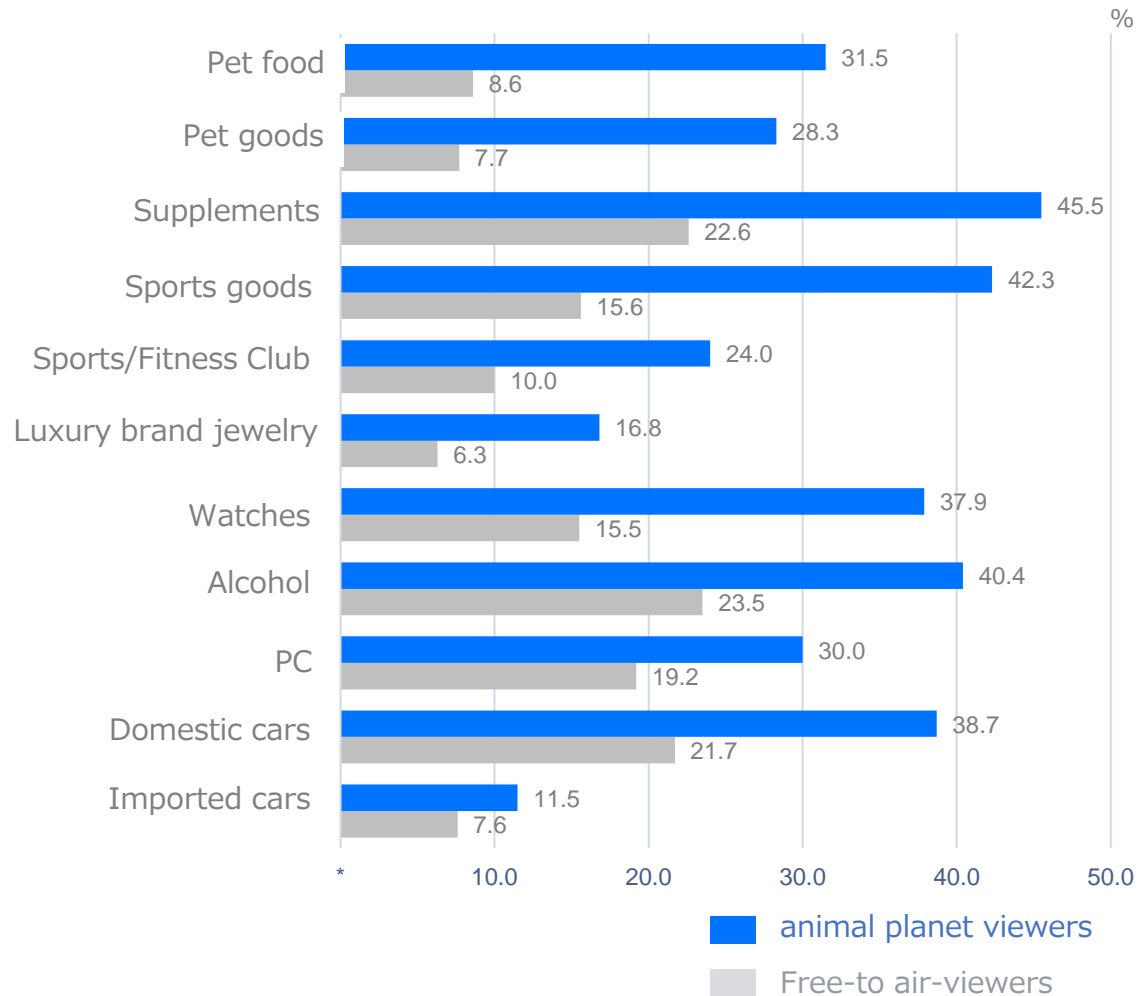
Residence



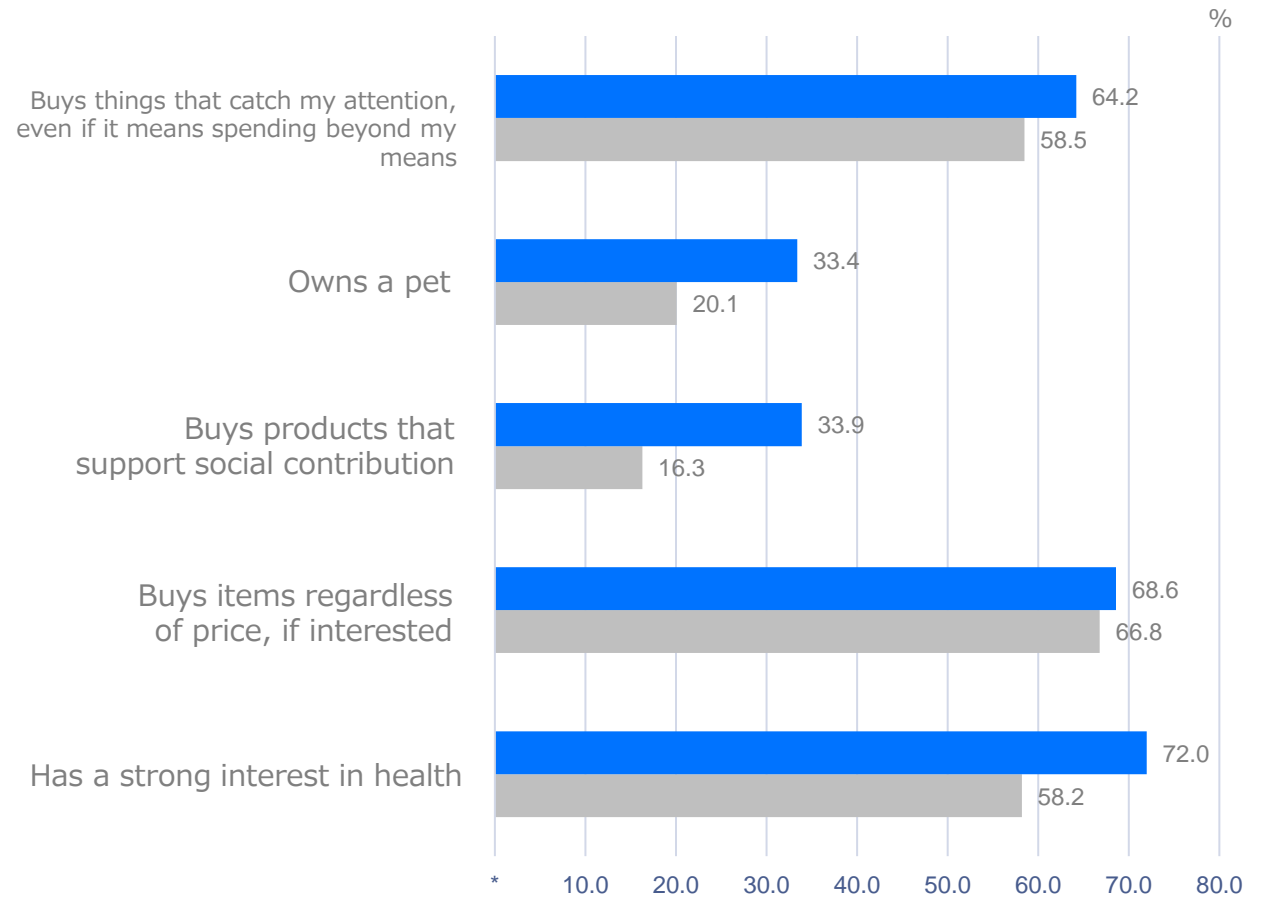
About 60% of animal planet viewers own a newly-built house and the annual income is over ten million yen.

DEMOGRAPHIC ANALYSIS [4/4]

Interests



Attitude and Behavioral Patterns



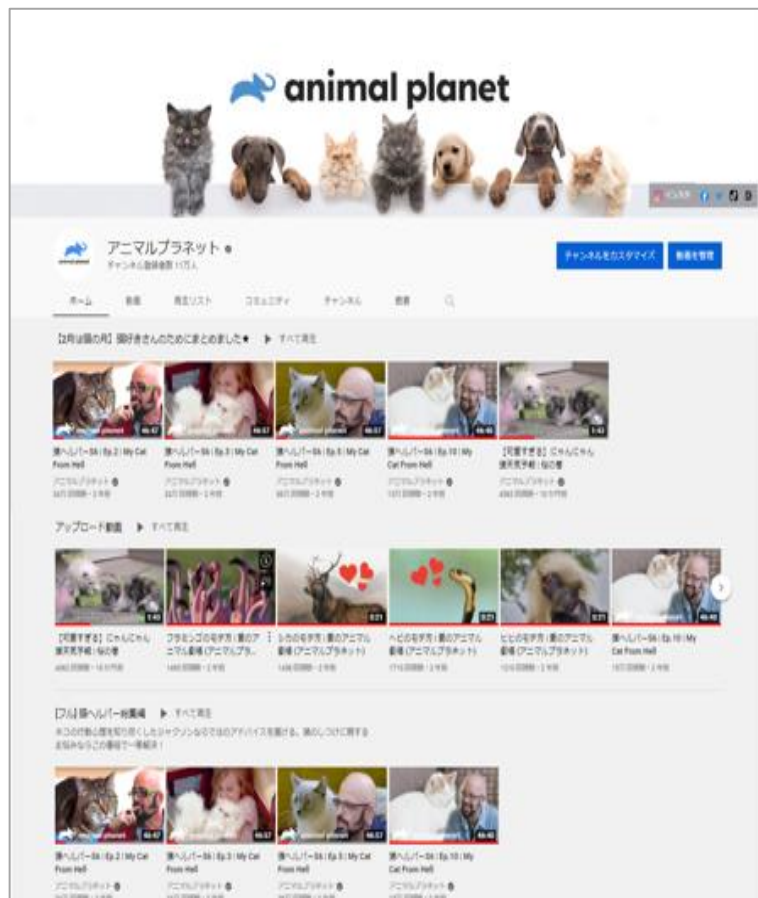


DIGITAL SOLUTIONS

animal planet YouTube channel

animal planet YouTube channel

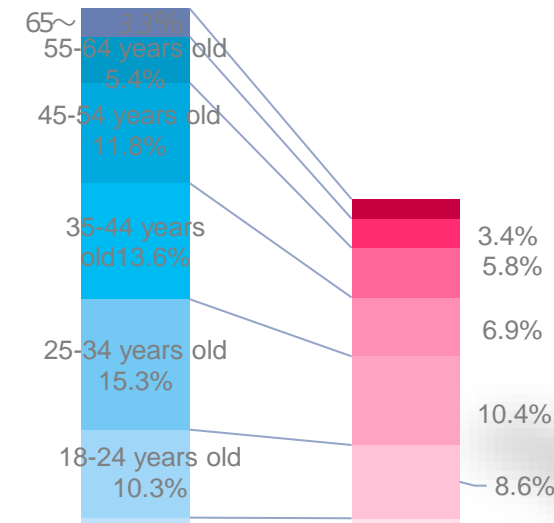
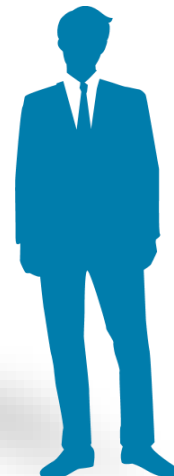
▼ with link



Popular content from CS broadcasts can be viewed in full for free. There is a rich lineup, including survival of the fittest in nature, the beauty and awe and tough side of nature, the relationship between animals and people, and pets such as dogs and cats. Beautiful immersive scenes bring nature straight into the living room, introducing an unknown world of animals and attracting viewers, along with varied content full of surprises and new discoveries.

The number of channel subscribers has exceeded **150,000**.

62%



38%

