



Checker Tobi and Checker Julian, megaherz GmbH Film und Fernsehen, Germany

“Why doesn’t a crane fall over? Is it okay to lie? What is a decontamination shower? – Checker Tobi and Checker Julian find all the answers to every topic. From space travel and plastic right up to love and death. The “Checker Tobi” television format is one of Germany’s most well known and most popular TV education programmes for children. The market share in the target audience of the 3- to 13-year-olds is 20% on average. The YouTube channel “Checkerwelt” (Checker’s World) has about 200.000 subscribers. The most popular episodes reach more than 5 million viewers. Right now, the Corona crisis of course poses a special challenge, mainly for the viewers but also for the Checker-team behind the scenes. We as creators decided to describe the Corona topic as fast and as thorough as possible. On the one hand, with two TV-episodes with a 24-minute run time each, the Virus-Check and the Crisis-Check. We were able to realize both episodes within a short time and they have already aired on the German TV channels “KIKa” and “Das Erste”. In order to be able to react even faster we created a new web-format. It serves as a reliable guide for information and as a direct connection to our viewers. By now, we produced five “Checker Corona videos”, each 5-7 minutes in length and each one viewed more than 220,000 times on YouTube. “Checker” is produced by megaherz and commissioned by Bayerischer Rundfunk (Bavarian Broadcasting).”

<http://megaherz.org>