

WOLF

(156x7')



*"I have so many ideas that just pop up in my head like daisies in a field !
But sometimes they lead to disasters that are even bigger than me..."*

The Wolf

Once there was a wolf that was not like the others and had all sorts of ideas to live life to the fullest !

Concept

Wolf is a hero with lots of imagination and ideas to make life better around his prairie or for his friends... and if an ordinary day turns into a big adventure... all the better!



Episode Structure

"We're not going to walk for miles just to fill our buckets with water! No. Let me handle this. I have an idea..."

There's a drought to cope with? One of his friends is hurt? No one's ever sailed down the river in a canoe? He's tired of being bored? All his friends need to shake hands and make up? No challenge is too great for Wolf because HE ALWAYS HAS AN IDEA!

At the start of each episode, Wolf and his friends have a problem. Wolf spontaneously suggests a solution: it's always a simple but ingenious idea, something obvious but surprising too!

And it works! Wolf is a little genius who loves improving his friends' lives...Obviously his friends are delighted, but often Wolf won't stop there. His enthusiasm is endless...and he gets carried away by his desire to do something better, more beautifully, on a larger scale...more Wolf!

And that's when the situation gets out of hand! Obviously Wolf is the first to be surprised...but he naturally finds a new solution in his arsenal of ideas...

In the end, Wolf has not only solved the initial problem, but he has also taken advantage of it to make his friends' lives even better! Nothing can resist Wolf and his ideas!

Wolf is therefore the driving character in each episode, but that's not all. He's the catalyst behind various twists in the plot, the steering wheel that guides the story to its epilogue, the fuel that ensures the pace right to the end and the color of the finishing touch...because he likes to spread color everywhere!



Some episodes to watch

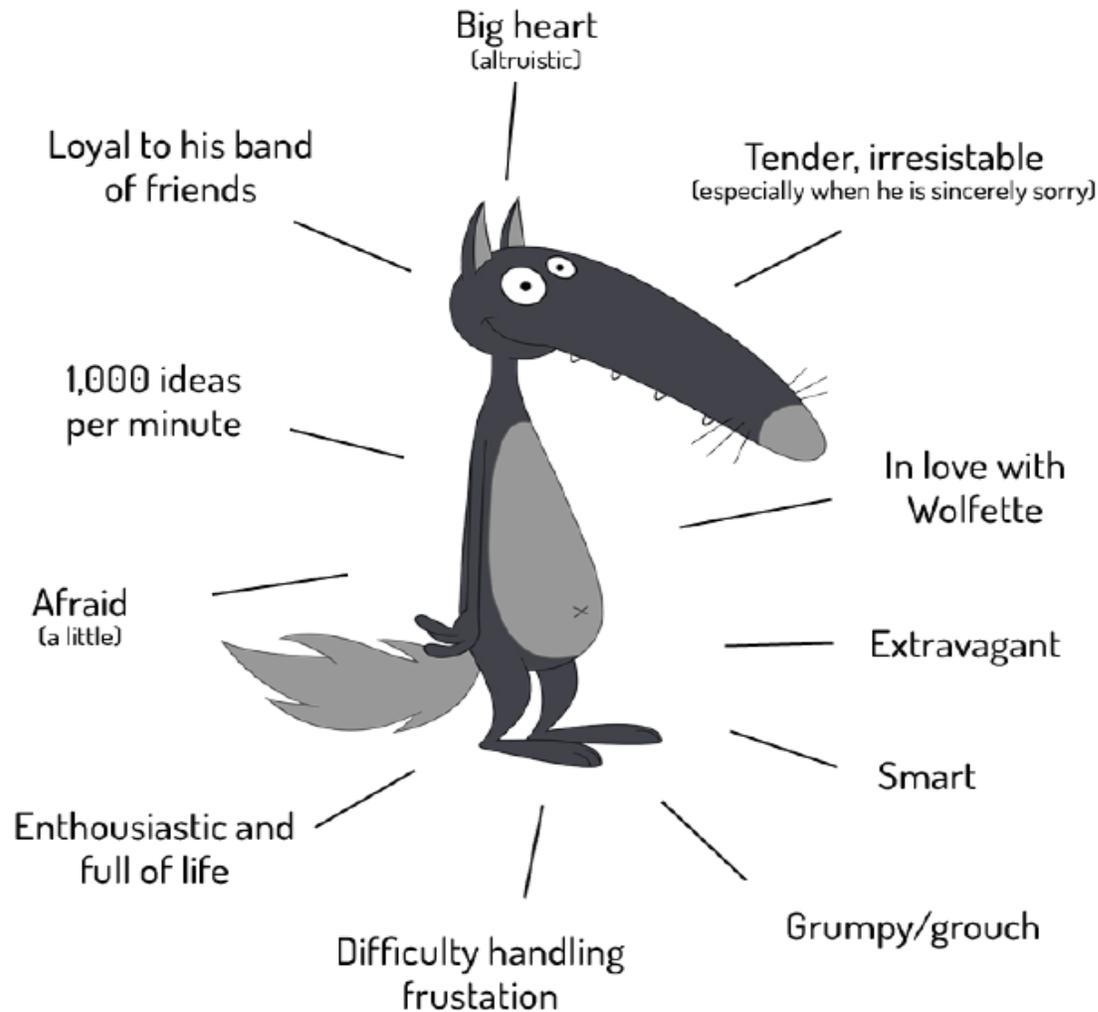
[WOLF - The Wolf who wanted to be a detective](#)

[WOLF - The Wolf who wanted to be a ghost hunter](#)

[WOLF - The Wolf who wanted to fly to the Moon](#)

[WOLF - The Wolf who wanted to be a ski champion](#)





Wolf is a hero with both defects and very human qualities. He is part adolescent, part teenager, part child, part adult... A unique combination!

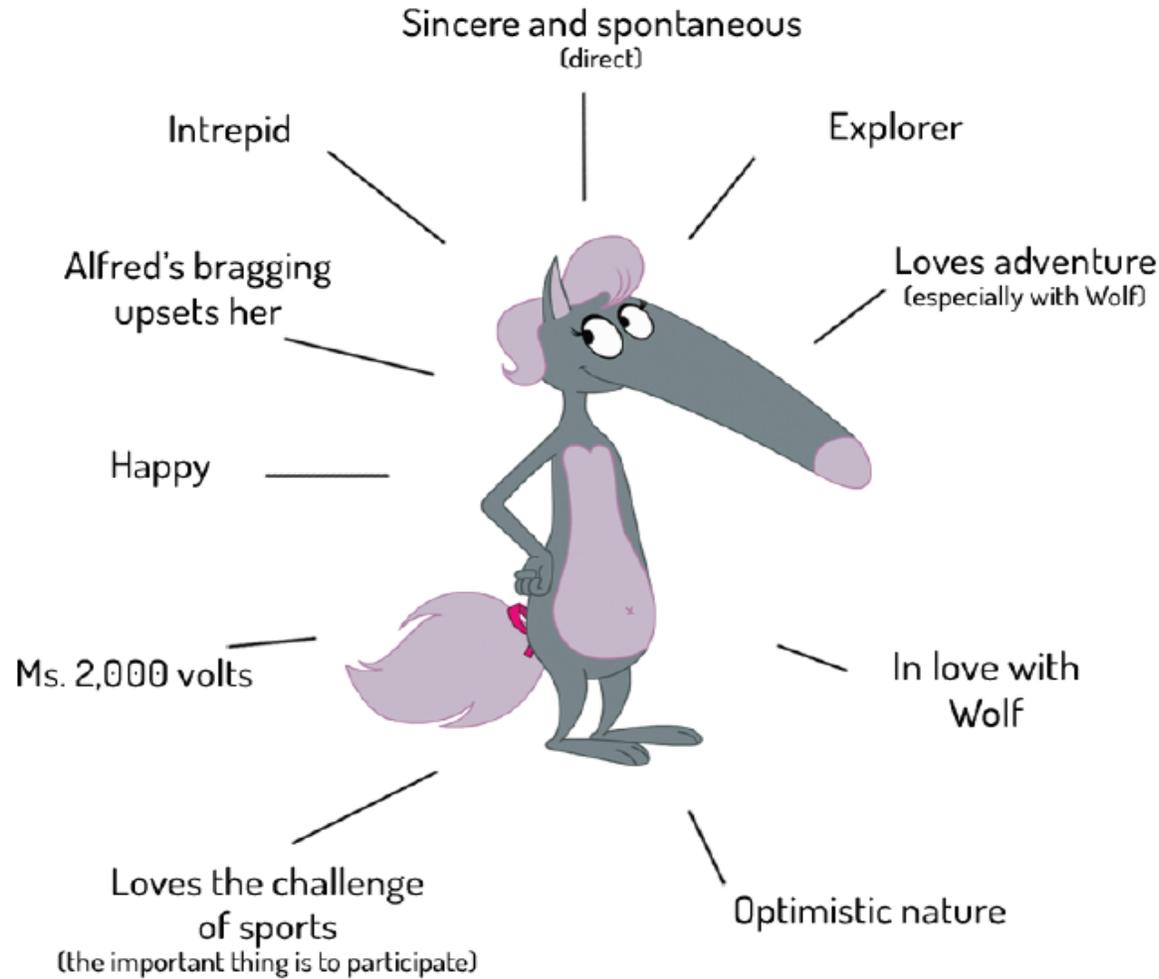
He can be grouchy. Sometimes he's down in the dumps, bored, or does something reluctantly. He might feel let down or ignored by his friends, and he will grumble and sigh loudly, so everyone can hear his distress. But all it takes is the promise of a new adventure to reignite his enthusiasm and excitement!

Wolf can be silly, ecstatic, wrong, crazy, sulky, impetuous or grumbly. He can cheer his friends on, follow his dreams, and be as awkward as a child... Wolf is truly an imperfect hero!

Wolf would follow Wolfette anywhere. When he is with her, the sky seems brighter, the air purer, and even the forest appears more beautiful. The reason for all this is simple: Wolf loves Wolfette. Their relationship is childlike and tender.

Wolf likes to have fun and enjoys discovering new things. Life is good, and he wants to taste, experience, and enjoy it all!

Wolf has a touch of insanity that he fully embraces, and it's part of what makes him so cute!

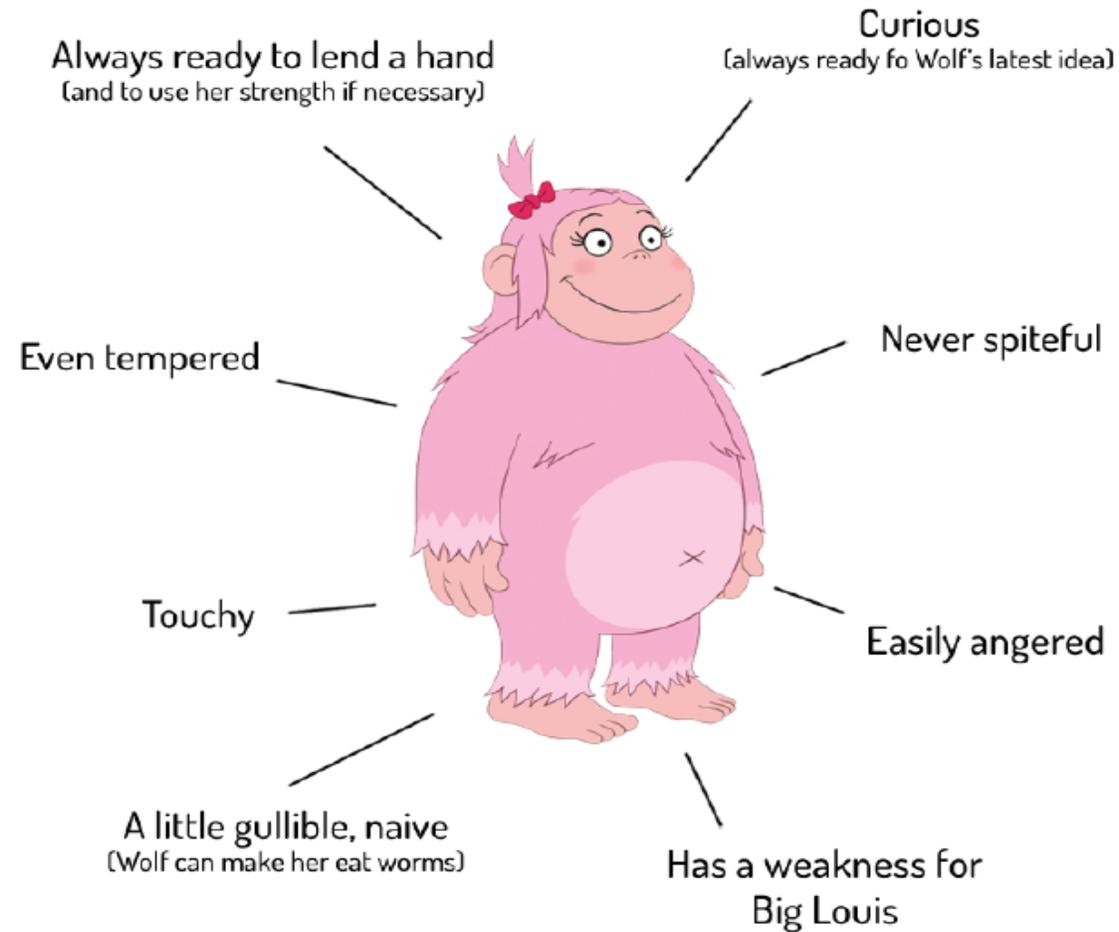


Wolf and **Wolfette** are well-matched! She is dynamic, sporty, and loves to share new escapades with Wolf!

With his impulsive nature, Wolf throws open the door to adventures both surprising and funny, and she loves every minute! With him she can be a pirate captain, set sail on the river, take a ride on a giant snail, sleep under the stars, and discover the meadow's treasures... dreams come true for an explorer.

Wolfette likes to uncover secret places and follow new paths in the forest. She is constantly exploring. While Wolf loves adventure, he also likes an occasional tranquil moment sitting peacefully by the fire. He likes to chill out between adventures, but she can't sit still for five minutes! No, Wolfette is either hanging from the top of a tree or digging a secret tunnel in the sand. If you want to find her, you must be brave enough to take some side roads and have a very loud voice!

Wolfette likes challenges, all challenges! She really loves to take on and beat Wolf's buddies—especially Alfred, who boasts a little too much for her taste. She's quick to enter a race, tour the forest on a scooter or go hiking in the snow, none of it bothers her a bit. On the contrary! It's all good for this go-getter!



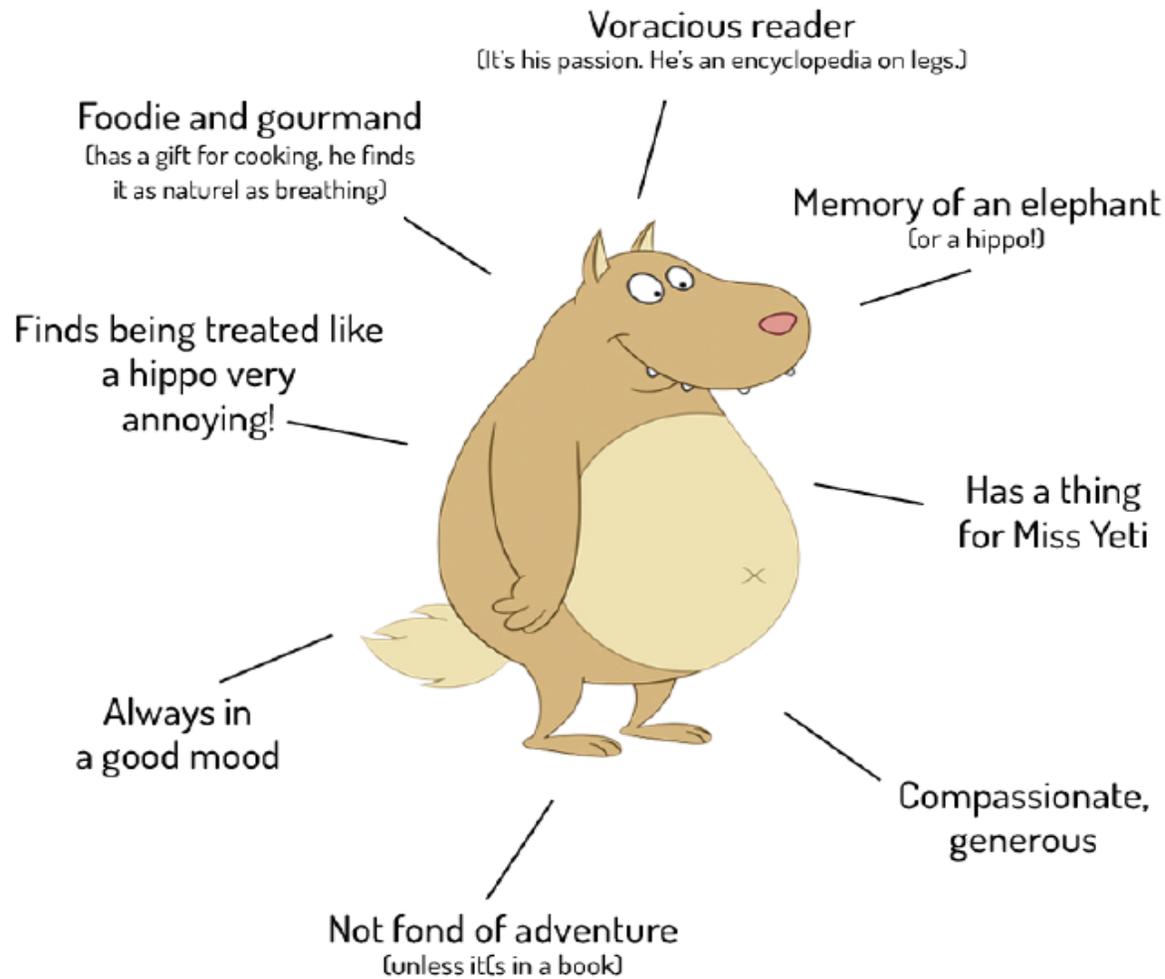
Miss Yeti's parents live in the Himalayas, a faraway mountain range she left in search of new adventures. She likes it here with Wolf and the gang, but she doesn't rule out the possibility that she might go back someday. That said, her Montagnette home isn't bad, and it's certainly convenient since her friends don't live very far away!

Miss Yeti is a "girly girl" from the top of her pink head to the tips of her toes. She loves fashion, sharing secrets with Wolf, following the latest movie star gossip, anything pink, writing in her diary, and all things sparkly!

She loves Wolf's outlandish ideas. He makes every day fun! She will embark on an adventure with him without thinking twice, even if it is at her expense.

Miss Yeti has a weakness for Big Louis. He's the only one she's never gotten angry with. He spoils her with his delicious cakes, and splendid stories.

Miss Yeti is hot-blooded like her yeti ancestors. Her anger can erupt in a flash! With her sumo wrestler size, she can make the entire forest tremble, not to mention her friends!

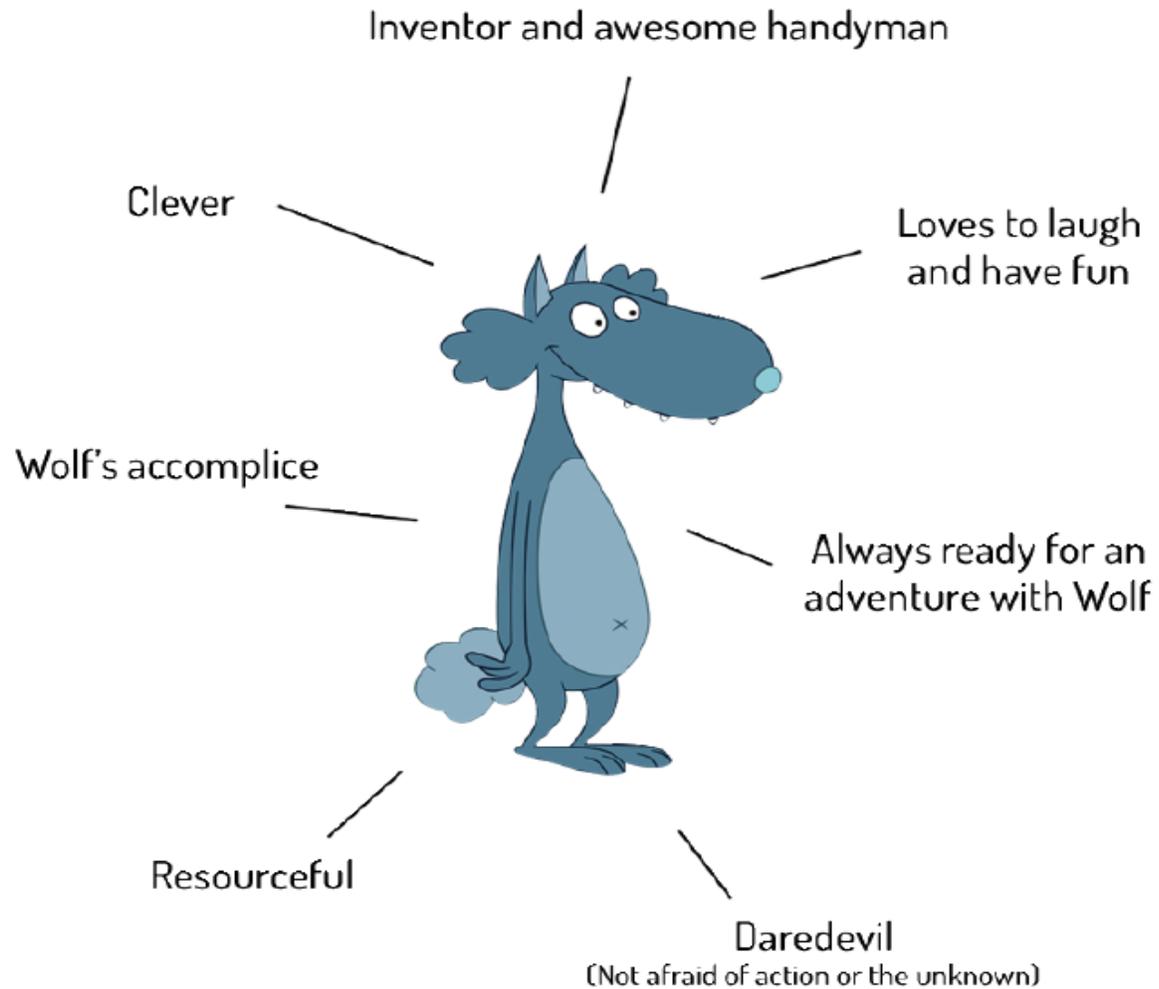


Big Louis is usually in a good mood!

He likes eating well and loves to share the delicious meals he creates! He is a master chef who uses only the best ingredients, spices, and herbs that grow in the forest. Cooking is his talent. When Wolf invites Big Louis to his house, he knows Louis won't arrive with a simple carrot pie to share. No, whatever he brings will be full of amazing new flavors, beautifully presented... and DE-LI-COUS!

Big Louis also loves to read, it's his passion! And what a memory he has, he remembers everything! He memorized the map of the forest, every corner of it! He can name every plant by sight and smell. These things come in handy when his friends are lost or in trouble. He has saved them many times, guiding them to safety by the sound of running water or the scent of the pine trees. "Thanks, Big Louis!"

Miss Yeti is astonished by the breadth and depth of Louis' knowledge and vocabulary. They both love to learn new things and she puts his suggestions to good use. What's more, they have a "thing" for each other! Once you see them riding together on a motorcycle—sagging under their weight as Miss Yeti tenderly hugs her hippo, oops, I mean wolf named Big Louis, you will understand. It's a sight you won't soon forget.

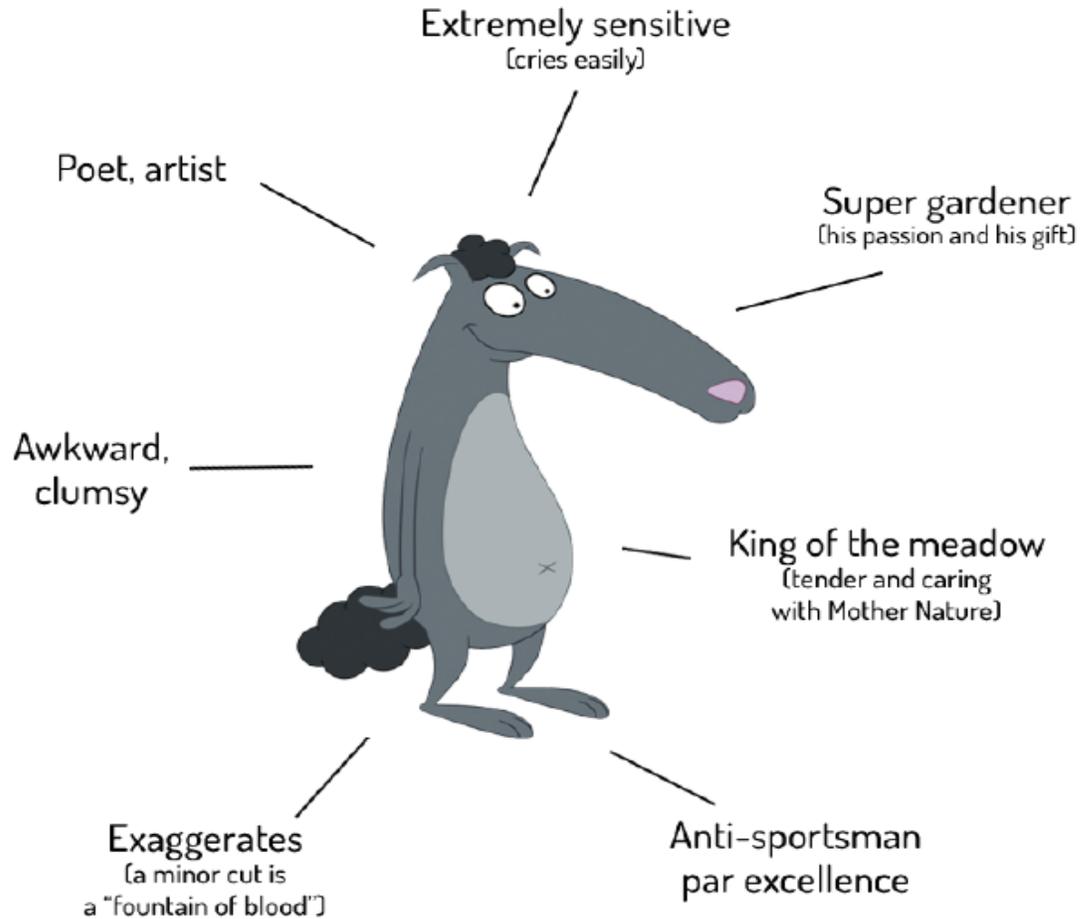


Valentine loves hanging out with his pal Wolf whose ideas can be a bit bizarre... but like Valentine, he is always on the hunt for fun!

When they're playing games with their friends, Valentine can get so involved that he'll continue playing, unaware that the others have stopped.

He loves gadgets and inventions, and he's the handyman of the group! If Wolf has an idea, POOF! Valentine has the invention! This inventive duo comes up with the most creative (and often crappy) stuff in the forest. That bike for seven. That was them! The bread slicer shaped like a wolf's head. It was them! "Well, at least it looked nice!" The hydraulic swing. You guessed it, them again! The rides it gave will never be forgotten!

Most of all, Valentine wants his inventions to be fun or make his friends happy by simplifying their daily lives. And when he succeeds, he appreciates their thanks and his momentary fame. His fondest wish is to be a brilliant inventor who is an essential part of the group!



Joshua is clearly the green thumb in the group. His vegetable garden is the most productive of all, and his flower garden has more blooms than anyone else's. Wolf and his friends often come to "shop" his garden. He even bred a different flower for each of them which bears their name. His kindness and thoughtfulness make him a good friend. He is always ready to lend a helping hand in their gardens or share his best celery shoots and flowers.

And he is so sensitive... a little too sensitive sometimes. He can cry at the drop of a hat. Most of the time, it is Wolf who spots his tears first. When the floodgates open, Joshua can water the entire meadow with his tears!

And you mustn't count on him for any physical feat! Olympic games, river rafting, hiking, tree climbing, forget it! Joshua moves with the speed and ability of a slug! However, he does have an exceptional record for tripping over nets, dropping balls, getting things backwards, slipping, and falling!

Joshua must be watched as carefully as milk warming on the stove. Every day he sports a new bandage. They're the only trophy he has, "Oh look, I really hurt myself this time!"



When **Alfred's** not running, he's playing ball, and if that doesn't wear him out, he'll suggest they do some tree climbing! He likes to compete and is always challenging his friends to join in, "Anyone up to a little sprint around the forest? I'll beat your best times! I dare you!"

Alfred is nice, but sometimes he can make your head spin. In addition, he sometimes lies... He can't bear to lose, and if he's competing against the girls, especially Wolfette, it's even worse. If they beat him, he may even wonder aloud if they cheated. Obviously, that makes Wolfette and Miss Yeti so angry that they explode like a pair of firecrackers, and the situation quickly degenerates into a big fight that Wolf tries to stop.

But in Wolf's group, everyone has their place, even a sore loser like Alfred!

And, despite his occasional piggish behavior, Alfred still manages to recognize and acknowledge his mistakes, even when it's painfully difficult.

Dwellings - Characters



Wolf's house



Wolfette's house



Joshua's house



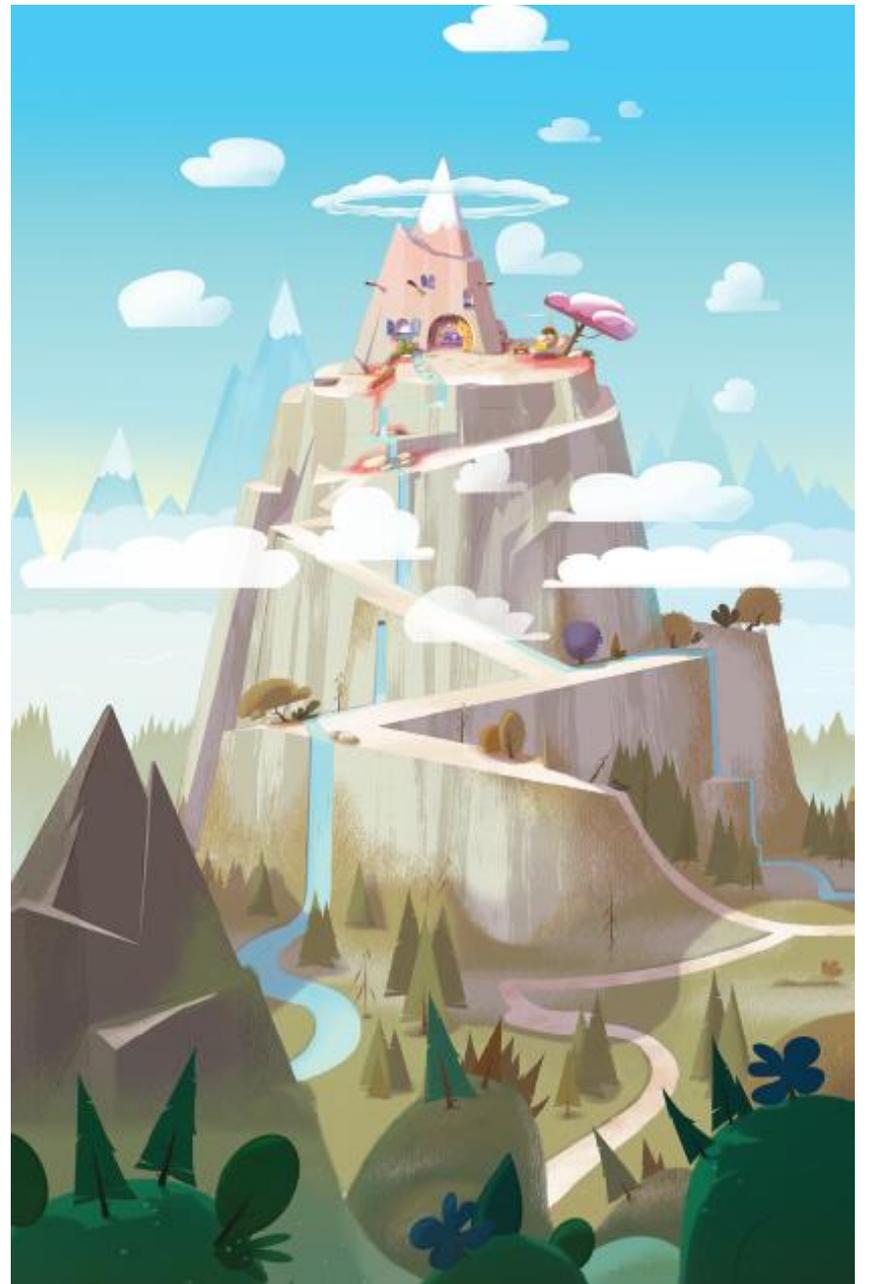
Big Louis' house



Valentine's house



Alfred's house



Miss Yeti's house

Backgrounds & characters



Broadcasters



e-vision
part of etsalat



TV5MONDE

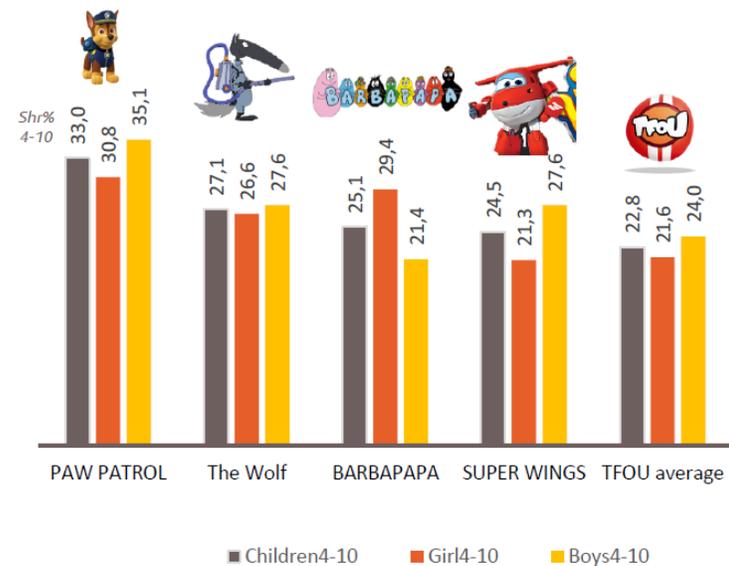


Already one of the best rated show of TFOU (TF1 children's block)

Top Programme for kids (4-10) – TFOU block*

Programme	Rat%	Rat000	Shr%
PAW PATROL	4.1	215	33.0
THE WOLF	2.4	124	27.1
BARBAPAPA	0.3	13	25.1
SUPER WINGS	2.2	118	24.5
MOLANG	0.6	31	20.4
OCTONAUTS	0.4	20	20.0
OUM	1.7	92	19.6
MONCHHICHI	0.7	36	17.8
MY LITTLE PONY	1.3	66	17.1

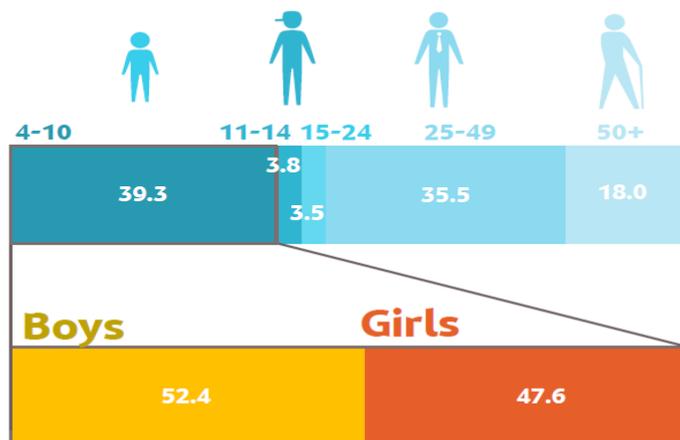
Attractiveness of TFOU's best programme (market share*)



Who watches The Wolf in France?

The Wolf audience profile

% of target, among 4+



The Wolf profile compare to "TFOU" block

