

KIDOGO FAQ

What is KIDOGO?

KIDOGO is a safe space for children and their caregivers to find and enjoy local screen content online, with parent/caregiver supervision. We want to make it easier for children and their whānau and caregivers to find and enjoy local stories and songs made for them when they are on YouTube. They already use YouTube (69% daily) but the platform has lacked a single place where kids can find a range of local content – that’s what KIDOGO is.

Introducing KIDOGO

You can go here to find [KIDOGO](#) and [KIDOGO Junior](#).

If you are looking for KIDOGO on YouTube, just search for KIDOGO NZ and look out for the vibrant colours and the distinctive K symbol with a koru – that’s how you’ll know you’re in the right place. KIDOGO is designed to be easy to spot and fun to explore, with bold branding and playful imagery that reflects the energy of the content.



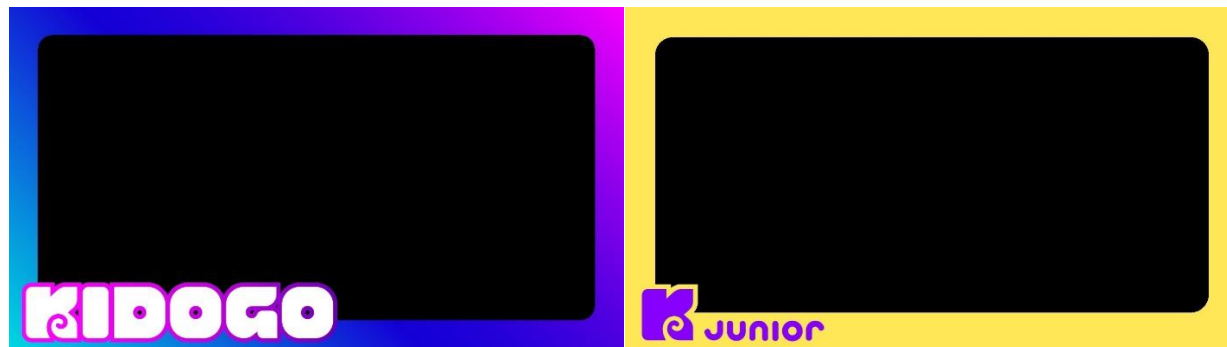
If you would like a KIDOGO or KIDOGO Junior logo or logo pack to download, please contact us at communications@nzonair.govt.nz

What age range is KIDOGO for?

We've created two channels that are age appropriate. KIDOGO Junior is for pre-school age children and contains content that is specifically for the entertainment and development needs of this age group. KIDOGO is its older sibling and contains content suitable for primary-school aged children.

How do I find it?

If you are already on YouTube, search for KIDOGO NZ. You'll recognise the channels by their distinctive colours and a K symbol with a koru in it. KIDOGO content has a standout frame around it.



Then if you subscribe to either or both channels depending on the age of your tamariki, it will be right there in your subscribed channels whenever you are on YouTube.

What content is on KIDOGO?

KIDOGO has titles such as *My Favourite Dead Person*, *Bird's Eye View*, *Fresh Fairytales*, *The Exceptional Squad*, *Junior Dog Handlers*, *Let's Get Inventin'*, *Life Savers* and *Life On Ben*.

KIDOGO Junior has titles such as *Kiri and Lou*, *Buzz's Epic Little Missions*, *Toi Time* and *Kiwi and Cat: Mānawatia a Matariki*. Plus lots of beautiful, fun and educational kids' music.

Both channels have new content being added every week. The content is all also available, or has all been available recently on a local platform like TVNZ, Three, Sky, Whakaata Māori or RNZ.

Is it a safe space for my child?

We've done everything we can to make it a safe space, but it's up to parents to use the safety settings available on YouTube. For our part we have made sure the content is age appropriate and we've tagged it as "made for kids". This means that YouTube treats it as kids content and will be careful not to put any ads next to the content that are inappropriate.

To be really safe you should use the YouTube Kids app. This has the safest viewing experience for kids. If your child is using the main YouTube platform, please take the time to find out how to set up the 'supervised experience' found under [parental controls](#). Be aware that if your child is using YouTube on your account, or on no account (i.e. not logged in), they are vulnerable to seeing potentially unsuitable content.

Why is it on YouTube and not a local platform?

Our research shows that 69% of New Zealand children use YouTube daily. And they actually expect to find local content there. KIDOGO has been created for those kids already using YouTube, to make it easier to find local content in one place.

All of the content has been in the past or is currently also available on local platforms. We are not stopping creating content to view on local linear and on demand platforms – we are adding another way this content can be seen, in a place children are already consuming content.

Where else can I find local children's content?

You can find local children's content in the following places in addition to KIDOGO:

TVNZ+

ThreeNow

SkyGo

Māori+

RNZ

The Coconet.tv

NZ Herald

There are also many local children's content creators with already successful channels on YouTube. You will find many of these at the bottom of the screen on our KIDOGO channels, as friends of the channels.

How do I find out about new content being added to KIDOGO?

Follow KIDOGO and KIDOGO Junior on Facebook and Instagram ([KIDOGO Facebook](#) and [KIDOGO Junior Facebook](#); [KIDOGO Instagram](#) and [KIDOGO Junior Instagram](#)). We'll be posting there whenever new content is added. We'll also remind you about safety, and share behind-the-scenes content from your children's favourite entertainers and characters.