

## Wumpa's World



[www.wumpa.ca](http://www.wumpa.ca)

**Introduction:** This multi-award winning, all-Flash website extends the programming of Wumpa's World, a television series for 3-5 year old children.

**Content:** Set in the Arctic, Wumpa's World features 30 learning-based games. The characters are always ready to pop-up and help young viewers, if they appear to need it. A typical user will visit the site 4-5 times and spend up to 7 minutes during each visit. This is a large amount of time to hold the attention of children this age.

The site has been designed to be a safe, friendly place on the Internet, requiring no adult supervision. Wumpa's World draws heavily on NDi Media's research into how young children use interactivity.

**iTV:** A first generation (html-based) interactive TV version of the site is also available.

**Target Audience:** Preschool/Kindergarden (Ages 3-5).

**Languages:** English, French, Spanish and Inuktutuk. Provisions have been made in the site design to enable low-cost localisation to other languages.

**Licensing:** NDi Media owns the rights to and is the distributor of the Wumpa's World website. The games were built using NDi Media's proprietary Flash game engines. Game engine licenses will be available to allow organizations that license the site or its content to perform site maintenance.

**Teacher's Guide:** Wumpa's World has an online Teacher's Guide that provides everything that educators need to bring the Wumpa's World experience into the classroom. Twenty-seven unique classroom activities have been designed to provide an additional level of fun-based learning for young visitors.

**Awards and Prizes:** Wumpa's World has received recognition from a number of important organizations.

- **Gemini Award** nomination, (2003)
- **Boomerang Grand Prix (Youth)** award, (2003)

**Broadcasters:** YTV Treehouse, Knowledge Network and APTN (Aboriginal People's Television Network)