

DogTV

The first television network whose audiences are dogs

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The specialization in the media is not a novelty; there are channels for children, the young and an infinite number of nuances from sports, news, music, and everything that humans do or like.

However, DOGTV is the first television network in the world that is not for human beings, this system has its programming, and its production directed exclusively to dogs. Each program, each theme has in mind not the owner or the handler of the dogs, but the dogs themselves.

This combination of animal psychology and entertainment would seem to be an anecdotal undertaking if it were not for its success and acceptance in television markets around the world, at the moment the network is seen in at least 14 countries, including the United States, China, Israel, Korea, South, and Portugal.

Ironically, this television channel was originally inspired by a cat named Charlie for whom they made a compilation of internet videos to entertain him while he was alone in the house. The programming of Dog TV is such that it has more than ten international patents.

It is not worth telling, but one has to watch it to understand the phenomenon and appreciate why a channel dedicated to the man's best friend is successful.