The episodes last for five minutes and revolve around a young girl pig called Peppa.

The first series of 52 five-minute episodes started on Five on 31 May 2004. It was redubbed for American television using American voices and had its American premiere as part of Cartoon Network's Tickle-U preschool television programming block on 22 August 2005, and Noggin in December 2007 and January 2008.

In the United Kingdom, it can also be seen on Nick Jr., as in Portugal, Italy, Benelux, Scandinavia and Australia. In Taiwan, the show can be seen on Playhouse Disney. The second series of 52 episodes began on Five on Monday 4 September 2006, with Cecily Bloom replacing Lily Snowden-Fine as Peppa, amongst other cast changes. The third series started broadcasting on Five on 4 May 2009 with Harley Bird replacing Cecily Bloom and Lily Snowden-Fine as Peppa. 1234

Peppa did not wear a seat belt in the first two series of Peppa Pig, but after receiving several complaints, the animation company Astley Baker Davies decided that all further animation would include Peppa wearing a seat belt, and that the relevant scenes in the first two series would be re-animated to include a seat belt.[2]

In April 2010, during the UK General Election campaign, E1 Entertainment confirmed Peppa would not be attending the launch of the UK Labour Party's families manifesto "in the interests of avoiding any controversy or misunderstanding". Peppa has been previously used to promote the Labour government's Sure Start programme.