



For Immediate Release:

Kidobi Hits the Cannes Circuit with 85 Hours of New Programming, Seeks New Content Partnerships at MIPJr./MIPCOM

Toronto, CANADA – September 28, 2011 — As new preschool-targeted streaming-video platform [Kidobi](#) heads to MIPJr./MIPCOM to meet with international distributors, producers and rights holders, the company today announces the addition 85 hours of programming to its digital library through distribution deals with Target Entertainment, The Juno Company, Big City Publishing, SWE Global, and Pdoink.

The deals make Kidobi the new digital home to preschool series like *Larry the Lawnmower* and *Ted Sieger's Molly the Monster* from Target Entertainment, Big City Publishing's *Drawing with Mark* and *Angels from the Attic*, *Juno Junior* and *Juno Baby* from The Juno Company, and Pdoink's *Yogurt the Ogre* among others. These latest acquisitions join a growing portfolio of preschool content that includes *This is Daniel Cook*, *Mouse and Mole*, and *Farzzle's World*.

"In today's fragmented media landscape, content consumption patterns are shifting towards interactive and customizable viewing experiences," says Eric Sorenson, Director of Research & Content at Kidobi. "Producers, distributors and publishers are ready to embrace a new business model, and parents are ready for a company that puts kids first. Kidobi offers both."

Kidobi is the go-to solution for parents of preschoolers who want safe, educational content online. By providing unique preschool programming to each viewer based on their educational needs and entertainment tastes, Kidobi gives parents peace of mind while offering content partners a business model that works online.

At this year's MIPJr./MIPCOM Eric Sorenson and David Wolloos of Kidobi will be looking for new content partnerships with a particular emphasis on live-action, educational and animated content for a younger preschool audience.

About Kidobi

Kidobi is a revolutionary new streaming video platform that is poised to change the way children's media is consumed. Working with experts in early childhood education, developmental psychology, artificial intelligence, and children's media, Kidobi provides an adaptive, 'leanback' viewing experience that is as easy to use as TV. For more information please visit www.kidobi.com.

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