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## Kidobi and “Bananas in Pyjamas” Team Up to Make Screen Time Count

The 3D animated series featuring the beloved, pyjama-clad duo will be available on the multi-platform streaming video service Kidobi.

**Toronto, ON, Canada, September 18, 2013**—Online video platform, Kidobi, announced today that the world-renowned television show, *Bananas in Pyjamas* will be added to Kidobi's library of preschool videos available in the U.S. Now kids ages 2-6 can watch the popular television series online at [www.kidobi.com](http://www.kidobi.com) or through Kidobi's mobile apps. The series was licensed through Endemol Worldwide Distribution in a deal negotiated by David Wollos, Content Ambassador for Kidobi and Matt Creasey, SVP Sales and Acquisitions for Endemol Worldwide Distribution.

Broadcasting in 235 countries, *Bananas in Pyjamas* is the 3D CGI animated, children's series featuring the adventures of twins B1 and B2. With episodes displaying the characters' good humor, life-lessons, generosity and optimism, *Bananas in Pyjamas* is a great example of the high-quality, non-violent shows available on Kidobi's unique platform.

“Our goal at Kidobi is to always provide our viewers top-notch content that children and their parents both love. That's why we're proud to work with the world's leading producers and distributors to bring our audience the best children's content available,” says Leo Henning, Chief Executive Officer of Kidobi. “The characters are confident, generous, and optimistic, which is one of the reasons *Bananas in Pyjamas* is such a great addition to our library. Both Kidobi and *Bananas in Pyjamas* want to improve the lives of children around the world by making their screen time count.”

The platform features programming from other international leaders' in the field of children's media, including Sky Vision, Studio 100 Media and Germany's Your Family Entertainment, owner of one of Europe's biggest program libraries. Partners are granted tools to make digital distribution a breeze and allow them to deliver content to parents and children around the world in seconds.

Kidobi creates personalized learning channels for every viewer in order to give each child the right content at the right time. All the content is pre-screened and rated by early childhood experts. Parents also have the ability to guide the programming using Kidobi's unique personalization tools. Kidobi removes parents' guesswork by automatically generating customized video playlists for children. Each video is based on educational topics such as social skills, mathematics, science and much more. The platform's cutting-edge, intuitive technology adapts to children's unique skill level and creating tailored-made playlists that match their interests, so children are engaged and entertained as they learn.

Kidobi is currently available online at [www.Kidobi.com](http://www.Kidobi.com), with mobile apps for iPad and Android devices available from the [App Store](#) and [Google Play](#).

*Bananas in Pyjamas* is produced by Southern Star Entertainment / Southern Star Singapore (An Endemol Group Company) in association with the Australian Broadcasting Corporation.

### About Kidobi:

Kidobi is an award-winning, online preschool destination that creates tailor-made video playlists based on a child's age, interests and skills. Kidobi's software will automatically create a personalized learning channel for your child that's ready 24 hours a day, seven days a week. For more information, please visit [www.kidobi.com](http://www.kidobi.com) and like us on [Facebook](#).

### About Bananas in Pyjamas:

Since first airing in July 1992 as suited characters, *Bananas in Pyjamas* has been a phenomenal success now broadcasting in 235 countries, continuing to be loved by pre-schoolers across the globe. Now they are back with a new CGI animated series which premiered in Australia on ABC2 in May 2011, on Disney Junior in Canada in March 2013 and in the United Kingdom on both Channel 5 and Cartoonito in July 2011. The series is maintaining exceptional ratings and viewership across all channels. *Bananas in Pyjamas* is produced by Southern Star Entertainment/Southern Star Singapore (a division of Endemol Group) in association with the Australian Broadcasting Corporation.