



For Immediate Release:

Kidobi and Your Family Entertainment Provide Screen Time Parents and Pediatricians Can Feel Good About.

New research suggests that increasing exposure to prosocial content can reduce aggression and improve scores of social competence among children. Preschool video platform Kidobi and Your Family Entertainment give parents the tools and the content to ensure their child's screen time features non-violent, prosocial programming.

Toronto/ Munich – March 13, 2013 – Research published earlier this month in the journal [Pediatrics](#) concludes that reducing children's exposure to violent media, while increasing their exposure to prosocial content, can positively impact their behaviour. A [companion paper](#) published alongside the study urges pediatricians to focus as much on quality as quantity when it comes to children's screen time.

For busy parents looking to manage their child's screen time, preschool video platform Kidobi may be just what the doctor ordered. Kidobi's software allows parents set filters to limit certain types of content, for example violent programming, meaning parents can influence their child's screen time without having to micro-manage every video.

"Creating a technical solution for parents to easily manage their child's screen time is just one side of the issue," says Leo Henning, Founder and CEO of Kidobi. "We wanted to partner with producers and distributors that share our values and can offer compelling, high-quality, prosocial content. Your Family Entertainment is the perfect example of a company that does just that."

Kidobi offers a huge range of preschool programming from top producers and distributors, including Germany's Your Family Entertainment, which owns one of Europe's biggest program libraries. "We are pleased to contribute to the success of KIDOBİ with our high-quality and non-violent programs," says Klaus Forch, EVP Sales & Legal, Your Family Entertainment. "Series such as *Altair*, *Urmel* and *Albert* have an educational focus and are loved by kids as well as by parents all over the world."

Kidobi lets parents create a customizable child profile which guides the programming shown to their child. Violent or scary content can be restricted using filters and a child's interests can be added to their profile to further personalize the experience.

Earlier this month Kidobi was awarded [Best Preschool Streaming Video Platform](#) at the Annual iKids Awards at the Kidscreen Summit. "We are pleased that the great preschool content of our partner Your Family Entertainment, among others, has helped us to win this highly acclaimed prize," says Leo Henning.

“Kidobi has achieved a major goal by winning the iKids award and as one of the major suppliers we are honoured to have contributed to this success,” says Klaus Forch, Your Family Entertainment AG. Kidobi is available online at Kidobi.com and as a mobile app available from the App Store and Google Play.

About Your Family Entertainment:

Your Family Entertainment AG (YFE) presents high-quality entertainment with nonviolent and educational focus for kids, teens and the whole family. The company has its origins in the well-known Ravensburger AG. Since 1981 a library of around 3,500 half hours of children's and youth programs has been developed continuously – one of Europe's biggest program libraries in the field of family entertainment. Your Family Entertainment operates the award winning payTV channel 'yourfamily' for children and families in German-speaking Europe. After winning the HOT BIRD TM TV AWARD in 2010, the channel was again nominated for the award in 2011. In 2012 the free-TV channel RiC was launched, which is also available via live stream on the Internet.

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 adapts to the child's skill level and preferences using technology developed with educators and child development experts. Kidobi's software will automatically create a personalized learning channel for your child that's ready 24 hours a day, seven days a week.

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