



For Immediate Release:

Kidobi and Mark Animation Announce Exclusive Content Partnership to Take Language Learning Programming Online

The two Canadian companies have formed an exclusive content partnership to support the launch of the Mandarin-English language learning program Miaomiao (13 x 2'). Available online exclusively from Kidobi, the preschool series teaches Mandarin vocabulary and is supported by the companion iPad app Learn with Miaomiao.

Toronto, November 20, 2013 – Online children’s platform [Kidobi](#) and studio [Mark Animation](#) have announced an exclusive content partnership for the release of the new series *Miaomiao (13 x 2')*. The Mandarin-English preschool series will be available exclusively on Kidobi.com and Kidobi’s mobile apps for iPad and Android devices.

The announcement coincides with the launch of the first in a series of *Learn With Miaomiao* mobile apps, available on the Apple App Store. With interactive animations and the same loveable characters from the Miaomiao TV show, kids learn Chinese and English words while they play with Miaomiao, a young girl, and her pet dog Doudou (pronounced Doh-Doh).

“Language learning content is in high demand among parents. That’s why we’re delighted to announce this new partnership with Mark Animation that provides our viewers with exclusive access to Mark Animation’s terrific new program Miaomiao,” said Eric Sorenson, Director of Research & Content at Kidobi.

“Learning a language doesn’t have to feel like Sunday school,” says Leo Yu He, producer for the Miaomiao programs. “With Miaomiao, kids really have fun, they learn positive lessons like cooperation and manners, and along the way they naturally pick up some useful vocabulary in another language.”

This partnership, and the success of the two young companies, underscores the strength and diversity of Canada’s digital media sector. Mark Animation was featured in the ‘Best of Canada Showcase’ at MIPJunior in Cannes this past October and production has already begun on the second season of Miaomiao. Back in February of this year, Kidobi was the only Canadian company to be honoured at the inaugural iKids awards, winning Best Streaming Video Platform in the preschool category.

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NOTES TO EDITOR:

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.

About Mark Animation:

Mark Animation was among seven studios featured in the recent “Best of Canada” showcase at MIP Junior, a leading international television market for kids content. The Toronto-based cross-media studio was also featured in the “Canada Showcase” organized by Telefilm during this year’s Game Developers

Conference in San Francisco. Miaomiao has received support from leading media funding agencies in Canada, including Canada Media Fund, Bell Broadcast and New Media Fund, and investment from the Shaw Rocket Fund. A Chinese-language version of Miaomiao airs exclusively on New Tang Dynasty Television in Canada.