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- **Best Value for Your Money:** We offer hundreds of hours of high-quality programming for a fraction of the price of existing DVD/video content. Our monthly fee (\$4.99) is lower than a single baby-branded DVD.

- **Programming Just for Parents (Coming Soon):** By December, we will introduce two hours of daily programming geared only to parents, offering tips and advice, including proper nutrition, baby safety, etc.

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With substantial experience in market research, advertising and television programming, founders, Guy Oranim and Sharon Rechter, created BabyFirstTV in 2003. Through this experience, they learned about the value of early childhood educational programming and its positive impact on a child's development during the early years. They also learned how parents struggled to find affordable, accessible resources that provide quality, age-appropriate content for their young children.

Through relationships developed throughout their careers, they created an extensive network of early childhood development and broadcast industry experts, enabling them to readily recruit a leading group of authorities to bring BabyFirstTV to life. Today, under the guidance of top experts in child psychology, early childhood education and children's programming, BabyFirstTV is born, providing a trusted developmental tool for parents everywhere.

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The early years are a very significant time in your baby's life and studies show that most of the brain is developed by the age of 3. During this important time, we recommend utilizing as many resources as possible to help with your baby's growth. BabyFirstTV is one of the countless tools at your disposal to aid in this journey.

BabyFirstTV is a safe, positive and friendly resource and provides an engaging and educational experience for baby during their first states of learning. The content has been approved by top experts in child development, education and psychology, and is free of violence, commercials and over-stimulating content.

We are a strong believer in responsible viewing and advise parents to supervise how long their baby watches television. We recommend balancing your time with TV viewing and other enjoyable activities such as reading or playing outside. For specific parental guidelines on balanced viewing, download our Parent's Manual at link.

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