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**BabyFirstTV offers exciting new opportunities for you and your baby!**

**education and psychology and provides a safe and enjoyable experience for both parents and babies.**

- **Original and Award-winning Content:** BabyFirstTV features 80% original content customized for infants and toddlers from six months to three years old. Within its collection of programming, the channel offers parents the popular and award-winning baby DVD brands, including Brainy Baby™, First Impressions™ and So Smart!™ at a fraction of the price of traditional DVDs. BabyFirstTV also has an agreement with Sterling Publishing (owned by Barnes and Noble) to incorporate many children books into their “Story Time” program.

- **Interactive Subtitles - just like reading a book together:** As BabyFirstTV encourages parents to have an active role, the channel offers unique parents


’ subtitles for parents to guide them on words and movements to use with baby during the programs - **making the experience as educational and engaging as reading a book.**

- **360 Degrees Developmental Content:** The program content focuses on the most important areas of development ranging from language and math to sensory skills, creative play and even baby “gym”.

- **24/7 Programming:** We offer 24/7 programming, as well as video-on-demand (VOD) capabilities to help provide you with access to our programming when and where you need it. We also offer content for different times of the day – daytime programs engage and delight, while nighttime content can help soothe your baby as she prepares for sleep.

- **Multi-layer Content:** BabyFirstTV content is adaptable to all levels of babies’ and toddlers’ development. Each show offers elements that can appeal to younger babies and older toddlers simultaneously, so children at various levels and age groups can focus on something different within the same program.

- **Color-coded Programming Guide:** BabyFirstTV helps inform parents about the educational value of each segment - the BabyFirstTV flower logo changes colors according to the specific program content:



Yellow Flower for Thinking Journey (creative thinking)  
Blue Flower for Numbers Parade (math)  
Green Flower for Sensory Wonderland (sensory)  
Red Flower for Language Playground (language)  
Orange Flower for Feelings Garden (social skills)  
Pink Flower for Imagination Lane (creative play)  
Multi-Colored Flower for Rainbow Dreams (soothing lullabies)