



## DIGITAL DISTRIBUTION DEAL ANNOUNCED BETWEEN ENTERTAINMENT ONE UK LTD AND BABY TV



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**FOR IMMEDIATE RELEASE**

Entertainment One UK Ltd and Baby Network Limited (BabyTV) are very pleased to announce a strategic sales and distribution partnership that will make BabyTV's unique and award winning original programming for infants and toddlers available for purchase and download on key digital platforms including the iTunes Store.

As part of the partnership Entertainment One will initially distribute ten shows through the iTunes Store featuring some of BabyTV's most popular programmes and characters including Cuddlies, Babyhood, Oliver, Pitch & Potch, Draco, Mr. Snail, Pim & Pimba, Charlie, Zoe as well as Favourite Nursery Rhymes. The BabyTV shows will first be available in the UK with more countries and language versions to follow in the near future.

"Partnering with Entertainment One was an easy decision as they are experts in managing content across digital platforms and like us see the great potential in offering parents and their children BabyTV's unique content. We look forward to bringing our fun and entertaining programming to even more families across the globe through another touch-point." says Ralf Kies, Director Licensing & Merchandising for BabyTV.

Entertainment One's director of Home Entertainment Jon Bourdillon says 'We are hugely excited to have entered into this agreement with Baby TV that will allow us to represent and distribute their fantastic content across the key digital platforms. We look forward to working closely with them in the future.'

\*\*\*ENDS\*\*\*

### **About Entertainment One**

Entertainment One (LSE:ETO) is a leading international entertainment company that specializes in the acquisition, production and distribution of film and television content. The company's comprehensive network extends around the globe including Canada, the U.S., the UK, Ireland, Benelux, France, Germany, Scandinavia, Australia, New Zealand and South Africa. Through established Entertainment and Distribution divisions, the company provides extensive expertise in film distribution, television and music production, kids programming and merchandising and licensing. Its current rights library is exploited across all media formats and includes more than 20,000 film and television titles, 2,400 hours of television programming and 45,000 music tracks.

Press Contact:

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### **About BabyTV**

Founded in 2003, BabyTV offers 24 hours of top-quality content created by educational experts for babies and toddlers, in a commercial-free environment. It was designed to support parents by providing shows that explore early learning themes through fun, with an emphasis on parent-child interaction. BabyTV is one of the largest producers of short-form Television shows developed especially for its target demographic.

A part of FOX International Channels since 2007, BabyTV is distributed on major platforms across Latin America, Europe, Canada, Asia and the Middle East. For more information please visit [www.babytv.com](http://www.babytv.com)

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