



## FOR IMMEDIATE RELEASE

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### **HITN launches its digital platform, Edye, featuring smart and safe entertainment for preschool children in the US Hispanic Market.**

*Created for children with parents in mind, the app provides a safe space where children can learn alongside their favorite characters anytime, anywhere.*

**Brooklyn, NY** — Building on HITN’s long-standing commitment to provide high-quality, educational and entertaining content for Hispanic families across the United States, [HITN](#) today announced the launch of [Edye](#), the only Spanish-language, premium SVOD (subscription video-on-demand service) that offers smart and safe entertainment for preschool-aged children.

Available in the United States starting September 25, Edye has been created for children between the ages of two and six years old. The continuously growing library of content boasts over 2,500 episodes from more than 70 world-renowned preschool series provided by some of the most important content producers around the globe, including Sesame Workshop, BBC, The Jim Henson Company, Studio 100, Nine Story, WildBrain, and many more.

Edye focuses on placing characters children love in a setting parents trust. Entertainment that transforms “watch time” into “smart time” within a safe and secure environment is what parents want for their children.

Edye's content offering showcases some of children’s most beloved characters, including Elmo, Cookie Monster, Daniel Tiger, Mölang, Sid the Science Kid, Sarah and Duck, Dinosaur Train, Maya the Bee, Heidi, and Pocoyo, among many others. In addition to video content, Edye offers e-books, games, and interactive activities within its state-of-the-art app that provide children with a unique experience.

"We are tremendously proud to be able to offer Edye to Hispanic families all over the United States," said Guillermo Sierra, Head of Television and Digital Services at HITN. "Children’s video consumption habits have changed to center on services that provide content on-demand, and they are doing it, primarily, on portable devices. Screen time, content selection, and safety have become top concerns for parents in this new landscape. Edye offers the type of entertainment parents want for their children: content that promotes formative and educational values within a safe and protected environment. For over three years, Edye has been carefully designed and curated by a team of professionals who are also parents themselves."

To help parents participate in their children’s experience, Edye’s educational experts have created guides that offer tips and ideas on using the content to have fun with their children apart from the screen.

**App availability:**

Edye is currently available on Apple and Android mobile devices. The app will be available on other platforms, including Apple TV, Roku, and Android TV soon.

**Apple iOS:** Download [here](#)

**Android:** Download [here](#)

**Subscription Price:**

\$2.99 USD / month

**About HITN-TV:**

HITN-TV is a leading Spanish-language media company that offers educational and cultural programming for the whole family. It reaches more than 44 million homes in the US and Puerto Rico via DIRECTV, DIRECTV NOW, AT&T U-verse, AT&T TV, AT&T TV Now, DISH Network, Verizon FiOS TV, Comcast Xfinity, Charter Spectrum, Mediacom, CenturyLink Prism and Altice. Edye users can learn more about the platform at [www.edye.com](http://www.edye.com) and download the Edye app through the Apple App Store and Google Play. For more information visit [www.hitn.org](http://www.hitn.org) and follow @HITNtv on social platforms.

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