

## About

- > [About Us](#)
- > [Experience](#)
- > [BabyFirstTV](#)
- > [Our Programming](#)
- > [How Was BabyFirstTV Born?](#)
- > [Our Philosophy](#)
- > [What Can BabyFirstTV Do For My Baby?](#)
- > [Mission Statement](#)
- > [Management](#)
- > [Board of Directors](#)
- > [Advisory Board](#)
- > [Investors](#)

Welcome to BabyFirstTV! We know that there is nothing more special to you as a parent than the connection with your baby. We are delighted to offer you a series of engaging, educational programs designed to enrich your relationship with your baby by providing you with new opportunities for learning and playing together.

BabyFirstTV goes above and beyond traditional TV – it is an educational tool that provides a positive learning environment and an engaging experience for both you and your baby. Supported by leading childhood experts, our programming features original new content including "Rainbow Horse," "Sandman," and "I Can Sign" to name a few, as well as new tools that help you better understand the developmental benefits for your baby with each of the programs.

With your baby's safety and well being in mind, we offer content specifically tailored to meet the needs of babies and toddlers up to three years of age, in a safe and positive, commercial-free learning environment.

[Top](#)

When taking a journey into BabyFirstTV, you will encounter an ever-changing world of delightful stories, characters, animals, music, art, nature, language, colors and real-world objects.

A few elements of our programming that we are especially proud of include:

- **Original and Award-winning Content:** We feature 80 percent original content customized for infants and toddlers from six months to three years old, as well as popular and award-winning baby DVD brands, including Brainy Baby™ and First Impressions™ at a fraction of the price of traditional DVDs.
- **Interactive Subtitles:** We offer subtitles for parents to suggest ways that you can interact with your baby during the programs, whether it's counting together or singing the ABCs.
- **Color-coded Programming Guide:** In order to help inform you about the educational value of each segment, we have created a unique color-coded system to highlight programs that are geared towards language, math, sensory skills and other areas of development.
- **Multi-layer Content:** Our shows 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.
- **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.

[Send to a Friend >](#)

