Pinkfong is a South Korean children's educational brand of The Pinkfong Company (formerly SmartStudy), a South Korean educational entertainment company. Pinkfong consists mainly of children's songs, the most famous of which is "Baby Shark". The dance video associated with the song eventually became a viral YouTube video with just over 12 billion views (12.1B) as of January 2023. Their educational channel consists of stories, sing-along songs and dances represented by a pink fox named "Pinkfong". The global product development company has more than 4,000 children's videos, songs, games and apps.

