

= BabyFirst =

BabyFirst is a media company that produces and distributes content for babies through television , the internet and mobile apps . The content is intended to develop a baby 's skills , such as color recognition , counting and vocabulary . There are about 90 BabyFirst TV shows and 41 apps for mobile devices . As of 2014 , the network is distributed to 81 million homes , and is based in Los Angeles , California .

BabyFirst was founded in 2004 by Guy Oranim and Sharon Rechter . Its first broadcast was through DirecTV in 2006 . It was founded by Regency Enterprises , Kardan , and Bellco Capital . Distribution expanded through agreements with the Echostar Dish Network , Comcast , AT & T U @-@ verse and others . It also developed a premium BabyFirst YouTube channel , and mobile apps . One app developed with AT & T U @-@ verse allows babies to interact with the television programming by drawing on a mobile device .

= = History = =

= = = Origins = = =

BabyFirst was founded in 2004 by Guy Oranim and Sharon Rechter . The network was launched on May 11 , 2006 on DirecTV and was later made available through EchoStar 's Dish Network that June . It was made available through EchoStar 's Dish Network that June . The BabyFirst network is based in Los Angeles and was initially funded by Regency Enterprises (a Hollywood movie studio) , Kardan (a holding company) and Bellco Capital (a private fund) . BabyFirst was controversial when it was introduced , because it was the first 24 @-@ hour channel for children six months to three years in age . However , the channel was popular among parents and grew quickly .

= = = Distribution expansion = = =

In 2007 , BabyFirst obtained agreements to distribute the channel in the United Kingdom through the BSkyB satellite network as well as in Mexico through Sky Mexico and Cablevision . A French version was introduced with CanalSat in 2007 . By the end of 2007 , it had arranged broadcasting agreements throughout Europe , the Middle @-@ East and Canada among others .

BabyFirst also started broadcasting in ten territories in the Asia Pacific , such as China and Korea . In October 2008 , SingTel started distributing the channel to the Singapore audience . It was also being broadcast in Africa and Latin America . In May 2008 , it signed a distribution agreement with Time Warner Cable . In 2009 , HBO Asia became the exclusive distributor for the channel in Asia . A bilingual Latin / English channel , BabyFirst Americas , was launched with Comcast in 2012 . A premium BabyFirst YouTube channel was introduced in June 2013 .

In the early 2000s , the Federal Trade Commission responded to a complaint by the Campaign for a Commercial Free Childhood alleging that BabyFirst 's advertising that it helped babies develop skills was misleading . The FTC did not impose any sanctions . As of 2014 , it has 81 million viewers and is broadcast in 33 countries , in ten languages .

= = = Recent history = = =

In 2013 , former ABC Network President Steven McPherson and Rich Frank , the former chairman of Disney Channel became investors and board members as the company worked to develop new content and improve advertising revenues . In May 2014 , BabyFirst and AT & T U @-@ verse released a co @-@ developed second @-@ screen app for mobile devices that allows children to interact with the television programming through tablets or smartphones .

= = Programming = =

BabyFirst 's television channel provides 24 @-@ hour programming for babies . About 90 percent of the 90 shows BabyFirst produces are original content created at BabyFirst 's studios . It produces and broadcasts short videos three to five minutes in length that are either live @-@ action or animated .

The New York Times described the content as " decidedly unhurried " and said it makes extensive use of bright colors and upbeat music . Programming development is guided by child psychology experts and is designed to encourage a child 's skills development , such as counting , vocabulary and color recognition . The BabyFirst logo in the corner changes colors to indicate the skills a segment is intended to develop . Late @-@ night programming is intended to lull viewers to sleep .

There are also 41 BabyFirst apps for mobile devices . An app available to AT & T U @-@ verse viewers allows children to draw on a mobile device and have the drawing appear on the television screen .

Some experts argue that exposing children to television at such an early age is taking technology too far or that parents are using BabyFirst as a digital babysitter . Parents in @-@ turn refute that argument , claiming that experts have lost touch with the realities of raising a child . BabyFirst suggests the programming is intended to be watched by parents and their children together in an interactive way . The American Academy of Pediatrics recommends against exposing children under the age of two to television , while a 2003 study by the Kaiser Family Foundation found that most children under two years of age are already watching TV . According to The Washington Post , very little is known about whether young children watching television has a negative or positive effect on them .