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SESAME WORKSHOP CONTENT TO BE FEATURED ON 'EDYE,' HITN'S NEW SVOD PLATFORM FOR PRESCHOOLERS

The network's new Premium SVOD service for preschool children will feature from Sesame Workshop, one of the world's most iconic children's content producers

Brooklyn, NY – **HITN**, the leading Spanish-language network that offers educational and entertainment content to families in more than 44 million households across the United States, announced today that the prestigious and iconic children's content provider Sesame Workshop will be one of the primary providers of Spanish-language content for its new SVOD service for preschool children, *Edye*.

"We are very excited to include Sesame Workshop's content in the launch of our new SVOD preschool service *Edye*. We have been carefully handpicking every single title that will be featured at the launch of our service and having Sesame Workshop content is a shining example of that effort. Their programs combine high entertainment and educational values, presented by well-known characters that are very close to the hearts of both, children and parents", said Erika Vogt-Lowell, Director of Programming and Acquisitions for HITN.

Edye's content offering includes seasons three and four of *The Furchester Hotel*, a series set in a cheerfully chaotic inn run by a close-knit family of monsters. A coproduction of Sesame Workshop and the BBC's CBeebies, the show aims to strengthen children's problem-solving skills. In addition to *The Furchester Hotel* and a range of other short-format Sesame Workshop content, the new digital platform offers educational guides for parents, as well as a wide variety of videos, games and children's books, all in Spanish.

"As viewing habits change, OTT services like *Edye* allow kids and families to enjoy high-quality educational entertainment on their busy schedules," said Jennifer A. Perry, Sesame Workshop's Vice President and Publisher, North America Media Products. "We're thrilled to work with **HITN** as the first preschool content provider on *Edye*. Together, we'll share engaging Sesame Street programming with Spanish-speaking families across the country."

Edye has concentrated an impressive catalog of children's content with programming from some of the most important producers in the industry. **HITN's** first SVOD service for the region, will become available at the end of April.

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 viewers in the US and Puerto Rico via DIRECTV, DIRECTV NOW, DISH Network, AT&T U-verse TV, Verizon FiOS TV, Comcast, Charter Spectrum, Mediacom, CenturyLink Prism and Altice. For more information, please visit www.hitn.org.

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