



FOR IMMEDIATE RELEASE

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EDYE surpasses 1 million paying subscribers in the United States and Latin America

Brooklyn, NY, July 13, 2021- HITN announced today that EDYE, its premium SVOD preschool service in Spanish, has surpassed a major milestone, reaching more than 1 million subscribers in the United States and Latin America.

EDYE has a growing distribution through pay TV operators Claro Video (pan regionally) and Megacable (Mexico) and is also available throughout the Americas on Apple mobile devices and Apple TV, Google Play for Android devices and Android TV, ROKU and Amazon Fire.

Edye is an SVOD platform that offers smart entertainment for children ages 2 to 6 and provides access to a mix of carefully curated content from the most important preschool programming producers from around the globe.

Since its launch in 2019, EDYE has filled an important void of high-quality content provided in a safe environment that offers preschool-age kids opportunities to learn in a fun and unique way alongside their most beloved characters like Heidi, Sarah & Duck, Mōlang, Maya the Bee, Sid the Science Kid, Pocoyo, Polly Pocket, and many, many more. In addition to video content, the service includes games, activities, and books through its apps.

EDYE offers more than 2,500 episodes of over 70 preschool series and has created educational parent guide for each one of them, allowing caregivers to get involved, break the passive watching experience, create meaningful family moments, and accompany the children in their discovery journey.

“As a non-profit organization, with over 40 years of experience providing educational services to the Hispanic community, HITN was perfectly positioned to create EDYE and to offer parents in the United States and Latin America with a service they can trust to provide their children with meaningful entertainment. We are very excited to know that over a million families can now enjoy it” said Guillermo Sierra, Head of Television and Digital Services at HITN.

For more information, visit edye.com and follow EDYE on [facebook](#), [twitter](#), [Youtube](#) and [Instagram](#)

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About EDYE:

EDYE is the first Spanish language premium SVOD/OTT service designed for preschool children and their parents. EDYE is committed to creating a safe space for children to experience high-quality content carefully selected and developed by distinguished psychologists, pediatricians, and educators. Children and parents can find over 70 preschool series from top animated content producers from around the world, bringing together more than 2,500 episodes along with interactive games, books, and parent guides. EDYE is available in the US on the App Store, Google Play, Apple TV, and ROKU. EDYE is available on Claro Video throughout Latin America and in Mexico on Megacable. For more information, visit: <https://edye.com/> Follow EDYE on [Instagram](#), [Facebook](#)

About HITN:

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 United States and Puerto Rico through DIRECTV, AT&T U-verse, AT&T TV, DISH Network, Verizon FiOS TV, Comcast Xfinity, Charter Spectrum, Mediacom, CenturyLink, Prism and Altice, Liberty Cable & Claro (Puerto Rico). Download the "HITN GO" Everywhere app available on Apple, Android, Apple TV, and Roku® with a wired subscription. For more information, visit: www.hitn.org and follow [@HITNtv](#) on social platforms.