



**FOR IMMEDIATE DISTRIBUTION**

June 23<sup>rd</sup>, 2023

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## **Edye is open to all Claro tv+ subscribers for limited time**

*Starting today and for 30 days, the operator's customers can enjoy Edye's children's and educational content with the whole family.*

EDYE has been made available for a limited time of 30 days to all Claro tv+ subscribers, the content hub that combines the best of TV and streaming, granting access to episodes of Sid the Scientist, Maya the Bee, Pocoyo, Bob the Builder, among many others. Subscribers can access the content on TV under Channel 1 > Channels > EDYE, or through the Claro tv+ website and app.

Claro tv+ customers with Alexa integrated into their TV equipment can also access the content using the voice command "Alexa, go to the Edye channel," which will automatically direct them to the streaming service without the need for typing. This feature is exclusively available to Box Claro tv+ and 4K Claro tv+ subscribers.

"We are very excited about this opening because Brazilian families will not only have access to the largest children's catalog in the industry, but also parents can rest assured that children will find a space for healthy and safe entertainment, where they can have fun and learn with age-appropriate content," said Guillermo Sierra, Director of Television and Digital Services at HITN.

The content on Edye has been carefully selected to be reliable, safe, motivating, diverse, and inclusive, following strict protocols that prioritize the well-being of children, which has allowed it to obtain the prestigious KIDSAFE certification.

Among other benefits, Edye's content helps initiate the understanding of social-emotional relationships and the world around them, promotes physical activity, creativity, and basic concepts of pre-mathematics and science.

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**About EDYE:**

EDYE is a premium Spanish-language SVOD streaming service designed for preschool-aged children with fun and safe content especially curated by early childhood development experts. EDYE offers a library of more than 3,000 episodes from world renowned preschool series featuring some of children’s most beloved characters along with games, activities, e-books, and guides to help parents learn about the value and benefits of the content. It is currently available across all the leading digital platforms and Celebrating 40 Years as America’s Emmy Nominated Non-Commercial Television Network for Hispanics devices as well as through pay TV, internet, and mobile operators in the United States and Latin America. For more information, visit <https://edye.com/>. Follow EDYE on [Instagram](#) and [Facebook](#).

**About HITN-TV:**

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](http://www.hitn.org) and follow [@HITNtv](#) on social platforms.