



THE UK'S LARGEST ON-DEMAND SELECTION OF U-RATED KIDS TV EPISODES LAUNCHES ON FREESAT'S FREETIME SERVICE

DEALS WITH FREESAT, EE TV, AMAZON FIRE TV AND MORE WILL BRING HOPSTER TO MORE THAN 1 MILLION HOUSEHOLDS

28th October, 2014 - LONDON, UK – Hopster (www.hopster.tv), the UK's leading interactive TV & learning service for preschoolers, today announced it is rolling out their award-winning line-up of shows to the biggest screen in over a million UK households. Hopster's TV app is now available on Freesat's connected TV service Freetime and will launch shortly on multiple other partner platforms, including the new EE TV and Amazon's Fire TV.

Following the success of the Hopster iOS app, which has now been downloaded by over 180,000 families, Hopster's move onto TV will further expand the footprint of the chart-topping service. It will bring hundreds of episodes of family favourites such as Bob the Builder, Ben & Holly's Little Kingdom, Pingu, Max & Ruby, Angelina Ballerina and many more to living rooms across the nation – all in one safe, ad-free environment that's easy for kids to navigate!

Hopster CEO Nick Walters said, *"Our mission is to make screen time better for kids – and the TV is still the number one screen in many family homes. It's no surprise that we're massively excited about launching Hopster onto the big screen to provide kids with the best TV experience out there. We now offer families access to the only app in the world that's comprehensively U-rated by the BBFC across all the screens in their lives."*

Emma Scott, Freesat's Managing Director, said: *"We are thrilled that Freetime is the first TV platform to launch Hopster. This is our first dedicated Children's On Demand player and shows just how committed we are to giving families the programmes they love ready to watch when they are. We already offer families a great range of children's telly and introducing Hopster provides even more choice, from classics like Bob the Builder to the much loved Angelina Ballerina."*

A Hopster subscription costs just £3.99 per month, and allows subscribers to access Hopster on all supported TVs. Subscribers can also use the same subscription to unlock the Hopster app on iPad and iPhone, which features Hopster's curriculum of fun learning games and downloadable episodes.

-ENDS-



Notes to Editors

- Hopster is the UK's largest, highest-ranking preschool-only TV & learning app, based on publicly available data via AppAnnie.com.
- Hopster is the first app to ever be granted a U-rating by the BBFC, ensuring video and game content as well as app design is particularly suitable for preschoolers.
- * This data reflects TV show episodes only, as opposed to feature films, which are watched in a different context. Netflix data taken in August 2014 from http://netflix.maft.co/catalogue/a2z/children_and_family

About Hopster

Hopster is best place for pre-schoolers to watch, play, and grow. For one low monthly subscription of just £3.99, Club Hopster subscribers get access to the unlimited TV & learning service on TV and iOS. With hundreds of episodes of family favourites and academically-vetted learning games, it's no wonder that over 180,000 parents already trust Hopster, to keep their kids delighted, safe, and growing. To find out more, check out www.hopster.tv!

Hopster is available for free from the App Store on iPad, iPhone and iPod touch, and now on Freetime by Freesat boxes, with more devices coming soon (EE TV, Amazon Fire TV, and more!).

For more information about Hopster, contact:

Marie Steinthaler
0789 1009 543
marie@hopster.tv