

# hello einstein studios

2023



# Anatomy of a Superbrand

## The Power of Curiosity

### Global awareness

**87%**

are aware of the brand  
in the US

**70%+** are  
aware of the brand  
globally

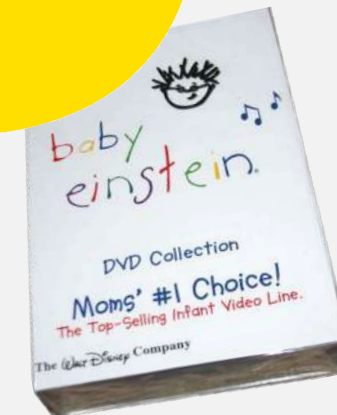
### The Einstein Way

We embed curiosity into everything we do using our science backed learning philosophy focusing on STEAM, brain development, and Montessori learning.



### Media at our roots

**Baby Einstein –  
beloved brand**



# Today's Brand Reach

**Commerce**

**\$1Billion**

brand franchise at retail today...and growing

**Community**

**854k +**  
subscribers

**760M+**  
lifetime views

**63M**  
hours of  
content  
watched

**181M**  
minutes streamed  
globally (2022)

 **YouTube**

**prime video**  




# Hello Einstein Studios: 2023 Content Releases



hello  
einstein  
studios



# The Power of Curiosity – HELLO EINSTEIN STUDIOS



Baby Einstein\* is a cross-generational Iconic Brand that for over 25 years continues to bring children, parents and grandparents the opportunity to experience the world of Baby Einstein and spark curiosity through discovering language, exploring the arts, and embarking on adventures alongside wild animals.

Classic Series content nurtures musical appreciation to the tunes of lullabies, nursery rhymes, and Baby Einstein classics like Baby Bach, Baby Mozart, Baby Noah, and Baby MacDonald.

Need parenting inspiration? Take notes from DIY tutorials, monthly milestone videos, and families just like you. Born from the belief that the future belongs to the curious, Baby Einstein helps parents cultivate curiosity – within their children and themselves – through experiences of shared discovery and creativity.

Why? Because curiosity motivates us to learn and adapt. It compels us to be open to possibility and confident in our skills. Curiosity is essential for succeeding in our ever-changing world and creating a better one. Curious for more.... **Check out the NEW CLASSICS & EXPLORERS SERIES!**



# HES Content Library

## **Baby Einstein Classics: 34 x 27 min eps - \*\*Available in Spanish**

The Original videos that mixed live-action, puppets and animation and grew into a worldwide phenomenon. Introduces the youngest viewers to early childhood development concepts, ABC's, numbers, shapes, colors, animals and classical music.



## **Baby Einstein New Classics: 75 x 5 min eps \*\*NEW**

Updated versions of the original videos for a new generation of viewers. Improved graphics and animation, as well as bite-sized episodes themed for specific content learning and quick search ability.



## **Baby Einstein Explorers - 40 x 5 min eps (average) \*\* NEW!! Ocean Explorers S1: 10 x 5**

Animated content with adorable recurring "Explorer" characters that kids love. Through multiple series the Explorers teach a variety of topics, from early childhood development concepts to cooperative play and manners, and animals in their native habitats. **\*\*Season 2 in Production!**



***\*Ocean Explorers Localization Available July 2023: Spanish, German, French & Japanese***



# The Power of Curiosity – Baby Einstein Classics

**Baby Einstein Classics: 34 x 27 min eps - \*\*Available in Spanish**

The Original videos that mixed live-action, puppets and animation and grew into a worldwide phenomenon. Introduces the youngest viewers to early childhood development concepts, ABC's, numbers, shapes, colors, animals and classical music.



**Baby Einstein First Shapes**  
*Learn all about circles,  
squares and triangles and  
how they are all around us.*



**Baby Einstein First Music**

*Discover the different parts of an orchestra!  
the brass, woodwind, string, percussion sections  
as well as piano and guitar and the different sounds they make.*

## Baby Einstein New Classics: 75 x 5 min eps \*\*NEW

Updated versions of the original videos for a new generation of viewers. Improved graphics and animation, as well as bite-sized episodes themed for specific content learning and quick search ability.



### Baby Einstein Lullaby

*Be soothed to sleep when you discover your first lullaby and a bedtime story.*



### Baby Einstein Old McDonald

*Sing- Along to Old MacDonalD and Farmer in the Dell (Hi Ho The Derry Oh) while learning all about the sights and sounds found on a farm. Discover the different animals on a farm and the other wonders such as barns, windmills, hay, tractors, fields, milk and eggs.*



### Baby Einstein World Music

*Discover songs and sounds from around the world and the instruments that make them such as djembe, pipa, maracas and more!*



# The Power of Curiosity – Explorers Series



**Baby Einstein Explorers - 40 x 5 min eps (average) \*\* NEW!! Ocean Explorers!**

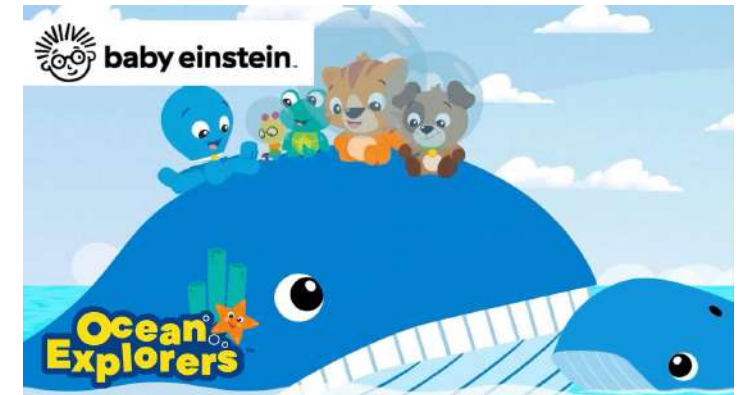
Animated content with adorable recurring “Explorer” characters that kids love. Through multiple series the Explorers teach a variety of topics, from early childhood development concepts to cooperative play and manners, and animals in their native habitats.



**Baby Einstein Ocean Explorers  
Problem Solving with Dolphins**



**Baby Einstein Ocean Explorers  
Opposites with Sea Turtles**



**Baby Einstein Ocean Explorers  
Mama Baby Whale**

**Available in: Spanish, German, French, Japanese  
\*\*Season 2 Launch – Q2 2024!**

# The Power of Curiosity – Explorers Series

## Baby Einstein Explorers - 40 x 5 min eps (average)

Animated content with adorable recurring “Explorer” characters that kids love. Through multiple series the Explorers teach a variety of topics, from early childhood development concepts to cooperative play and manners, and animals in their native habitats.



Baby Einstein Cal's Sound Yard



Baby Einstein Sandbox



Baby Einstein Manners Manor



Baby Einstein Counting with Earl

# HES 2.0: Growing Reach, Audience & Momentum

Multi-Studio  
Dev & Distribution



YT Optimization & Expansion Partner



Current Distribution



# The Power of Curiosity – Ocean Explorers Launch 2023

\*



**8.75 Mins  
Average Watch  
time**



**2 million +  
views in 3  
weeks!**



**Season 2  
13 x 5  
Launch Q2  
2024**





# Hello Einstein New Content + CP Release Calendar



2023

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
10 x 5 min eps	20 x 2 min music videos				10 x 5 min eps Localized Spanish French German Japanese	Wave 2 OE Product launch x 10 skus	OE Board book from PI Kids		Tie-in music book from Studio Fun  Wave 3 OE Product launch x 4 skus		
		25 x 5 min eps Launch			25 x 5 Min eps Collection 2			25 x 5 min eps Collection 3			



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Contact:

