



A large, colorful illustration of various children's TV characters. On the left is Fireman Sam in his yellow uniform. Next to him is a blue cat-like character. In the center is Strawberry Shortcake with her pink strawberry hat. To her right is a girl with a magnifying glass. Further right is a girl with a megaphone. On the far right is a girl with blue pigtails. The background is a green hill with white stars.

The best and Educational
Entertainment.



Semillitas

- The most culturally relevant **24** hours animation channel for children up to 6 years of age.
- Completely produced in High Definition.
- More than **200** hours of the best and most prestigious animation.
- **28** properties, **90%** exclusive in Spanish children television.

The very BEST, most prestigious ANIMATION

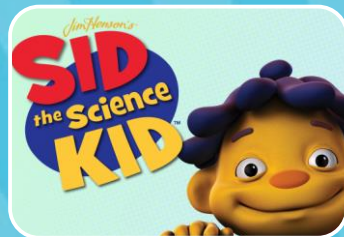
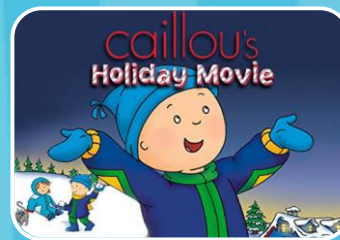
Series	Common Sense	Series	Common Sense	Series	Common Sense
Strawberry Shortcake	✓ ★★★★★	Franny's feet	✓ ★★★★★	Bo on the Go	✓ ★★★★★
Bob The Builder	✓ ★★★★★	Monsters Math Squad	✓ ★★★★★	Clay Play	
Little People	✓ ★★★★★	Kit & Kate	✓ ★★★★★	Bali	✓ ★★★★★
Elias	✓ ★★★★★	Paddington Bear	✓ ★★★★★	I, 2, 3 a jugar!	
Angelina Ballerina	✓ ★★★★★	Samsam	✓ ★★★★★	Caillou movie	✓ ★★★★★
Sid The Science Kid	✓ ★★★★★	Dr. Seuss	✓ ★★★★★	Chloe's closet	✓ ★★★★★
Mouk	✓ ★★★★★	Fireman Sam	✓ ★★★★★	Dive Ollie dive!	✓ ★★★★★
Monkey see, monkey do	✓ ★★★★★	Doozers	✓ ★★★★★	P. King Duckling	✓ ★★★★★
Meteor	✓ ★★★★★	Doodleboo			



"Common Sense Media (CSM) is a non-profit organization that provides education and advocacy to families to promote safe technology and media for children. Based on developmental criteria, reviews provide guidance regarding each title's age appropriateness, as well as a "content grid" that rates particular aspects of the title including educational value, violence, sex, gender messages and role models, and more."

Semillitas

THE BEST BRANDED CONTENT!



Semillitas
keeps growing!



Semillitas



Semillitas adds value!



Semillitas

- **Unique graphic package with around 40 hours of in-house produced & culturally relevant, educative interstitials.**
- **Violence free, carefully selected and curated content.**
- **Close caption and video description services.**
- **Fully TV Everywhere enabled & with Free VOD offering.**

Working hand in hand
with parents



- **Semillitas helps parents in preserving traditions (songs, stories, festivities) and promoting healthy assimilation.**
- **Semillitas informs parents on the values and social skills promoted in each of its content, partnering with them in assuring safe and proper TV entertainment for their children.**

Semillitas



Bob El Constructor

- Teamwork
- Problem solving
- Friendship



Strawberry Shortcake

- Community life
- Friendship
- Responsibility



Little People

- Travel & Adventures
- Friendship
- Imagination



Angelina Ballerina

- Musical skills
- Body expression
- Teamwork



Bali

- Flow instructions
- Teamwork
- Family life

**Growing the business
together!**



- **Moderate rate locked to CPI. No real annual adjustments.**
- **Delivered commercial free. Allows for client's ad insertion.**
- **Marketing and promotional support in social media (Facebook, Twitter, Instagram, Youtube) and online advertising.**
- **New website.**
- **Full client support in training, events and promotions.**

Semillitas



Semillitas

