



## **HOPSTER, THE BEST-SELLING TV AND LEARNING APP FROM THE UK, ARRIVES IN AUSTRALIA AND NEW ZEALAND**

**ONE OF APPLE'S BEST APPS OF 2014 NOW AVAILABLE TO PARENTS TO DOWNLOAD FOR FREE**

**London, 4th June 2015** – Hopster, the beautifully balanced digital playroom for preschoolers, is thrilled to launch in Australia and New Zealand. As of today, 2-6 year olds in both countries can roam free in the wonderful world of Hopster, where there's always something new to discover!

**With its unique mix of high quality kids shows and fun educational games in an easy-to-use, ad-free interface, Hopster takes the guilt out of screen time.** As every parent knows, the tablet can be both a best friend and worst enemy, and Hopster removes this trade-off between peace and peace of mind.

Nick Walters, Hopster's founder and CEO, said, *"We're thrilled to launch Hopster in Australia and New Zealand, as our first two non-European countries no less. It's the same Hopster that over 300,000 families in the UK already love, but with a brand new line-up of hand-picked shows especially for our little viewers on the other side of the globe. I'm convinced Australian and New Zealand families will love Hopster just as much as our existing users do, and can't wait to hear their feedback!"*



On Hopster, kids can engage with the very best content independently in a world that's built just for them. Inhabited by a magical set of creatures, the magical Hopster tree lets kids discover over **500 episodes of fun family favourites such as *Max & Ruby*, *Poppy Cat*, *Toby's Travelling Circus*, and *64 Zoo Lane*.**<sup>1</sup>

Kids can also explore Hopster's suite of interactive learning games. **Built on multiple international curricula, the games add depth to the video experience and ensure that using Hopster isn't just fun, but also educational and stimulating.**<sup>2</sup>

Hopster is available to download for free from [iTunes](#) and comes with a free taster selection of its hit shows and games to make both kids and parents happy. **To unlock all of Hopster, parents can trial a Club Hopster subscription for seven days with no obligation to purchase.** After the trial, Club Hopster is just \$6.49 a month, cancellable anytime.

Since launching in December 2013, Hopster has quickly become one of the UK's favourite kids TV and learning apps, with over 300,000 families having downloaded its chart-topping iOS app to date across the UK and Ireland. It was also one of Apple's Best Apps of 2014.

#### **Here's what parents have said about Hopster:**

*"Thank God for @hopsterTV right now. Only thing keeping #Rocky quiet so #Kyd can get back to sleep! #schoolnight \*rubseyes\* #toddler #iPadApp" - @LifeAsAliceBlog on [Twitter](#)*

*"Not only does my son love the shows, he \*especially\* loves the games. The best part is, they're educational and he's learned so much from them. We love Hopster!" - Leila Graham ([@swanny](#)) via email.*

**-ENDS-**

#### **Notes to Editors**

**1) Full list of Hopster shows available in Australia and New Zealand (19 shows):** 64 Zoo Lane, Aesop's Theatre, Babar, Caspar Babypants, Ella Bella Bingo, Hilltop Hospital, I'm a Creepy Crawly, I'm a Dinosaur, I'm an Animal, Learn to Draw Minis, Little Bear, Maggie and the Ferocious Beast, Max and Ruby, Nursery Rhymes TV, Pablo, Poppy Cat, Razzberry Jazzberry Jam, Seven Little Monsters, Toby's Travelling Circus, *Wanda and the Alien* (from September) - [find out more here](#)



**2) The Hopster curriculum:** Our proprietary curriculum was developed in collaboration with leading academic advisors including Lydia Plowman and Annette Karmiloff-Smith. It combines multiple international curricula, including the US' National Association for the Education of Young Children guidelines and the UK's Early Years Foundation Stages, in an integrated framework that puts kids at the centre and grows with them. Read more here: <http://blog.hopster.tv/2013/10/20/hopster-games/>

**About Hopster – [www.hopster.tv](http://www.hopster.tv)**

Hopster is the beautifully balanced digital playroom for preschoolers. For one low monthly subscription with no long tie-ins, Club Hopster subscribers get access to all the best kids shows and fun, academically-vetted learning games on all their favourite devices. Over a quarter of a million parents already trust the award-winning, safe, and ad-free world to keep their kids entertained and stimulated.

Hopster is available for free from the App Store on iPad, iPhone and iPod touch - to find out more, check out [www.hopster.tv](http://www.hopster.tv)!

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