



AMAZON PRIME VIDEO ADDS PHONICS SCHOOL CARTOON SERIES TO ITS GROWING LIBRARY OF 'EDUTAINMENT'

(London, United Kingdom, August 15, 2016) London based edutainment specialist **EnablinGenius Ltd.** releases Phonics School cartoon series (16 x 5 mins.) on Amazon Prime Video, the exclusive premium subscription service.

Amazon Prime members can watch Phonics school episodes via the Amazon Video app for TVs, connected devices including Fire TV, mobile devices and online at www.amazon.com/primevideo.

Phonics School is an enchanting animated series that introduces preschoolers to phonics – the method children are taught to read and write.

“Prime provides a tremendous opportunity for Phonics School to reach a greater audience globally in search of quality edutainment – specially as streaming platforms are present in greater than 50 % of households with children” said Hana Rolles, co-founder EnablinGenius.

“Amazon Prime’s is committed to making Prime Video the best destination for kids and family programming that will educate & entertain. They are increasing their appeal to parents by enhancing their edutainment genre - especially after the recent exclusive deal for PBS children’s”, She continued.

“Edutainment is a growing market opportunity for quality producers as both parents and original content commissioners seek quality content globally.” States Jesse Janson, President of Janson Media.

PHONICS SCHOOL tells the story of *Phonikers* - the letters of the alphabet - as they learn to master their natural powers to ‘transformagix’ into anything beginning with their sounds and change back by tracing their shapes. Targeting preschool children, the series teaches letter recognition, letter-sound association and shape tracing for pre-readers and builds fundamental phonics skills.

The **PHONICS SCHOOL** series has been licensed by **BBC Worldwide Learning**.

The edutainment industry is one of the emerging genres, with specific emphasis on the combination of educational content and entertainment to promote better learning outcomes.

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About EnablinGenius

EnablinGenius is a London based children's content company that specialises in preschool edutainment. Founded by McKinsey alum Hana Rolles and former technology executive Ramin Absari, the company develops original programming that combines entertainment with education. Its flagship series **PHONICS SCHOOL** was developed to promote early literacy development in response to the global literacy gap, where children from less fortunate backgrounds are less likely to do well at school, impacting their life choices.

A graduate of the London Business School, Hana Rolles has extensive marketing, product development and commercial strategy experience across Europe, Asia and Africa in telecoms and mobile payments sectors. Prior to creating **EnablinGenius** Hana worked at McKinsey & Co., a global consultancy renowned for its social responsibility platform.

Ramin Absari is an alumnus of Columbia University and London Business School, and brings extensive management, corporate development, finance and strategy experience across technology, telecoms and media sectors to the company. Previous senior management positions were held at, NatWest Group, SE BANKEN, Vodafone PLC & PE.

About Amazon Video

Amazon Video is a premium on-demand entertainment service that offers customers the greatest choice in what to watch, and how to watch it. Amazon Video is the only service that provides all of the following:

Prime Video: Thousands of movies and TV episodes, including popular licensed content plus critically-acclaimed and award-winning Amazon Original Series and Movies from Amazon Studios like Transparent, The Man in the High Castle, Love & Friendship, and kids series Tumble Leaf, available for unlimited streaming as part of an Amazon Prime membership

Add-on Subscriptions: Dozens of subscriptions to networks like SHOWTIME, STARZ and more, available to Amazon Prime members as add-ons to their membership

Rent or Own: Hundreds of thousands of titles, including new-release movies and current TV shows available for on-demand rental or purchase for all Amazon customers

Instant Access: Instantly watch anytime, anywhere through the Amazon Video app on TVs, mobile devices, Amazon Fire TV, Fire TV Stick, and Fire tablets, or online. For a list of all compatible devices visit www.amazon.com/howtostream.

Premium Features: Top features like 4K Ultra HD, High Dynamic Range (HDR) and mobile downloads for offline viewing

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