



## MEDIA RELEASE

### **Ai-Media teams with Discovery Networks For Kids Education and Fun**

9 October 2014

Education Technology (EdTech) innovator Ai-Media has partnered with Discovery Kids – Australia’s only television channel dedicated solely to the education of primary school children aged 5-12 – to ensure its programming is 100% captioned from launch, to benefit access and boost family literacy.

Discovery Kids is a new addition to the Discovery Networks portfolio launching on the Foxtel platform on November 3.

Ai-Media’s CEO Tony Abrahams said: “Research shows that switching on the captions on TV boosts literacy for those learning a language – especially kids. We are delighted to be working with the passionate Discovery Kids team who have shown strong vision and commitment with this initiative.”

Discovery Networks Asia-Pacific Executive Vice President and General Manager for Australia, NZ and the Pacific Islands, Mandy Pattinson, said: “Together with our partners at Ai-Media, we will ensure that hard of hearing children have the opportunity to enjoy Discovery Kids. It also takes our educational offering that step further, by enhancing children’s literacy and vocabulary in a trusted environment, a proven benefit that we will be advocating on air for parents and children alike.”

#### **Further information:**

Tony Abrahams, CEO: +612 8870 7700

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**Ai-Media** is an Australian and UK-based for profit social business that provides high quality speech-to-text solutions for broadcast, government and education clients. The Company’s Ai-Live internet captioning service was supported by Commercialisation Australia. Using a microphone on the original speaker, the spoken words are sent live to a trained stenocaptioner or “re-speaker”, who uses software that converts speech into text that is sent back over the internet to screens read by the client in the originating classroom or meeting room.

Learn more: [www.ai-media.tv](http://www.ai-media.tv) and [www.ai-live.com](http://www.ai-live.com). Follow us: Twitter: @accessinclusion @aimediaUK

**Discovery Kids** lets children explore their awesome world and ignite their natural curiosity by providing content that is fun and enriching for growing children. The channel stimulates learning and imagination, and provides a safe environment that parents can trust. Discovery Kids offers its viewers a world of endless possibilities through informative and entertaining programming that explores adventure, nature, science, wildlife, history and technology. Launched in Asia-Pacific on April 2, 2012, Discovery Kids is currently distributed to 28 million subscribers in the region. For more information, visit Discovery Kids at [www.dkids.com.au](http://www.dkids.com.au)

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