

# P R E S S   R E L E A S E



FOR IMMEDIATE RELEASE

## **Introducing KidsPod:** A fun and safe way to listen to podcasts made for kids.

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[BOZEMAN, MT, USA, June 22, 2023 —] Tech start-up [KidsPod Co.](#) is thrilled to announce the launch of the KidsPod mobile app – a new podcast platform that revolutionizes listening for kids ages 3-13. Designed and developed in partnership with kids’ tech expert [Dubit Limited](#), the app is the first of its kind to present over 300 kids’ podcasts in a visual, intuitive and safe way.

Founded by parents who were frustrated by the lack of accessibility and discoverability in the kids genre, KidsPod’s mission is to connect families all over the world to the power of audio. “We believe podcasts benefit children and adults in much the same way,” said Jessica Ray, CEO and co-founder. “But for kids, who learn by listening more so than reading, they are absolutely transformational. Kids’ podcasts democratize the internet and education in a way unlike anything else. They are also a great parenting hack – absolute guilt-free screen time.”

With [71% of parents](#) concerned that their child is spending too much time on screens, many will find KidsPod an easy way to cut down on screen time while still using a device.

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The launch of KidsPod is just perfect timing for the audiences it appeals to, as our research has shown that 3-13 year olds listening to music and podcasts on mobile devices is up over 30% year on year. We have loved working on such an innovative and safe product for children, and expect to see it grow fast amongst those age groups!

**MATTHEW WARNEFORD,**

**CEO AND CO-FOUNDER AT METAVERSE GAMING STUDIO: DUBIT**

KidsPod offers both free and paid subscription options: the free version includes unlimited listening to every show on the app and follows the founders' commitment to keeping kids podcasts open and available to all. The paid version (\$4.99 per month/\$34.99 per year) unlocks additional listening features like individual user profiles, a favorites library, offline listening, playlist creation, and one of their more innovative features – an in-app coloring book.

“Just like adults, kids like to multitask while they listen,” said co-founder and Head of Content Rachel Lacy. “Podcast creators are already publishing coloring pages and activities on their websites, but that’s one more thing a child can’t safely access on their own.” By bringing those resources in the app, kids can color or doodle as they listen – without needing an adult. Rachel adds, “While we fell in love with the screen-free nature of audio entertainment, making podcasts more interactive helps audio compete with streaming and gaming when kids do have a device in hand.”

The company hopes to amplify the growth of the kids genre and highlight the untapped potential for responsible advertising in the space. According to nonprofit [Kids Listen](#), nearly half of kid listeners tune in daily, and kids' podcasts are by far the most trusted media for recommendations among parents. According to CEO Jessica Ray, KidsPod's top priorities are making the kids space more interactive and helping podcasters monetize more effectively.

The KidsPod app is available for download on [iOS](#) and [Android](#) devices. To learn more about KidsPod and its exciting features or to submit a podcast for inclusion on the platform, please visit <https://kidspod.app/>.

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# A B O U T



KidsPod is an innovative podcast application that offers a safe, engaging, and educational platform for children ages 3 to 13. With a vast library of captivating audio content, KidsPod provides children with enriching experiences that foster learning, storytelling, and imagination. Designed by experts in child development and technology, KidsPod ensures a safe and secure digital environment for children, empowering them to learn and grow in a fun and meaningful way.

Dubit is one of the largest developers of metaverse games, experiences, apps and events for brands. Our team of over 100 in-house developers provide brands and agencies with the tools, research data, and production services to launch compelling experiences. Our customers include Nickelodeon, UEFA, The Grammys and Disney. Dubit runs the Metaverse Gaming League, the first esports league in the metaverse. Streamed every week, we partner with brands and some of the biggest Roblox games to give away thousands of dollars in prizes.

