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Our Beliefs:

- Babies are the key to our future.
- There is nothing more meaningful for parents than their connection with their baby.
- High-quality, safe and positive content developed by leading experts – pediatricians, psychologists and educators – is essential in providing valuable programming to enhance a baby's development and learning.
- When supervised and educational-focused, electronic media can enrich the connection between parents and their baby and give them new opportunities for learning and playing together.

Our Vision:

- To give all babies a positive, meaningful and friendly head start in life.

Our Mission:

- To provide a unique, engaging and educational experience for baby during the first stages of early learning.
- To supply parents with the best content for their babies when and where they want it, in the most convenient manner and means.
- To enable parents to have maximum control over the type of content and amount of exposure when introducing their baby to electronic media.
- To be a reliable, effective and trusted source of information for parents on topics related to the early stages of parenting.

Our Core Values:

- Putting Baby First: Providing new opportunities for baby's learning and development are at the core of what we do. We are BabyFirstTV because your baby comes first.
- Seeking Feedback: We highly value our viewers' feedback and will work with parents to constantly improve the quality of our content.
- Collaborating with Top Experts: All our content is created and supported by top child development experts who supervise the programming according to scientific research and what is the most beneficial for a baby's learning experience.
- Delivering Value: We know that parents want the best for their babies, and we strive to deliver the very best educational content for the best value on the market.

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