

0-1 years

I open my eyes

Your child is born into a world where digital media plays an ever-increasing role. The average household in the Netherlands has 5 to 8 digital devices. How many are in your home? Even though kids at this age are not directly involved, they absorb the sights and sounds of the world around them.



Take control of your family's digital environment

Kidiyo believes it is important to be aware of how we use technology around new-borns. Very soon you will need to guide your child in the positive use of media. Kidiyo can help you prepare.



1-2 years

My first words

Your child discovers the world around them. Physically there is now a lot more within your child's reach, including tablets and other digital media. A study by Leiden University [1] shows that children can learn more words using digital picture books than traditional ones. Repetition is the key to learning at this age.



Positive first media by Kidiyo

Digital media can now begin to support your child's development through Kidiyo's happy movies, digital picture books and music. Your child can gradually begin to broaden their vocabulary through these stimulating experiences. We strongly recommend that you accompany your child while using digital media and follow our Kidiyo guidelines.



2-3 years

Look Mum, I can swipe!

At this age watching is still the main form of interaction, however fine motor skills develop so that 'swiping', pressing and other movements are possible on touch technology. They can also begin to name features of daily life.

Explore Kidiyo together

Kidiyo continues to direct your child's development in a safe environment with age-appropriate videos from their favourite characters. Those new fine motor skills will be trained while exploring the interactive touchscreen world of Kidiyo's learning adventure. Kids learn to name things such as primary colours and animals.



3-4 years

I love to explore!

In this last year before school kids develop at a rapid pace. They're actively exploring the world around them, playing new games and starting to understand more complex concepts such as time. At this age their interactive media skills are quickly catching up with our own!



Discover new games together

Kidiyo evolves as your kid does, to their level, which at this stage can vary and change overnight. In the lead-up to primary school, Kidiyo can give a head start to the structured learning process. In a playful and inspiring way, subjects faced at school are introduced.



4-5 years

I have the most friends in the whole world!

Around age four is the first year of school and a big change. Social interaction begins to play a greater role in children's lives. They start learning about socially acceptable behaviour and interactions.

Playing together makes friends

Kidiyo promotes social development through multiplayer games and real world adventures. When they play together, they learn to share and wait their turn. Kids are fascinated by smart media and Kidiyo transforms this into a positive influence. Our character guides are socially responsible role models, who will inspire kids to connect.



5-6 years

I can already write my own name!

Although children officially start reading and writing in the third year of school, they already recognize many letters. They especially like to write their own name and words like 'Dad' and 'Mum'. A toddler often lives in 2 worlds: the real world and the fantasy world, where creativity plays a major role.



Active play

Kidiyo playfully introduces children to letters and words. Educational games pop-up between media episodes so that kids are not passively watching but actively thinking. Games in which children discover their own solutions inspire them to use creativity. The difficulty of our games adapt to your child's abilities, so they remain challenging at any level.



(1) Takacs, Z.K. (2015). On-screen children's stories : the good, the bad and the ugly. Universiteit Leiden