

PLANET EARTH

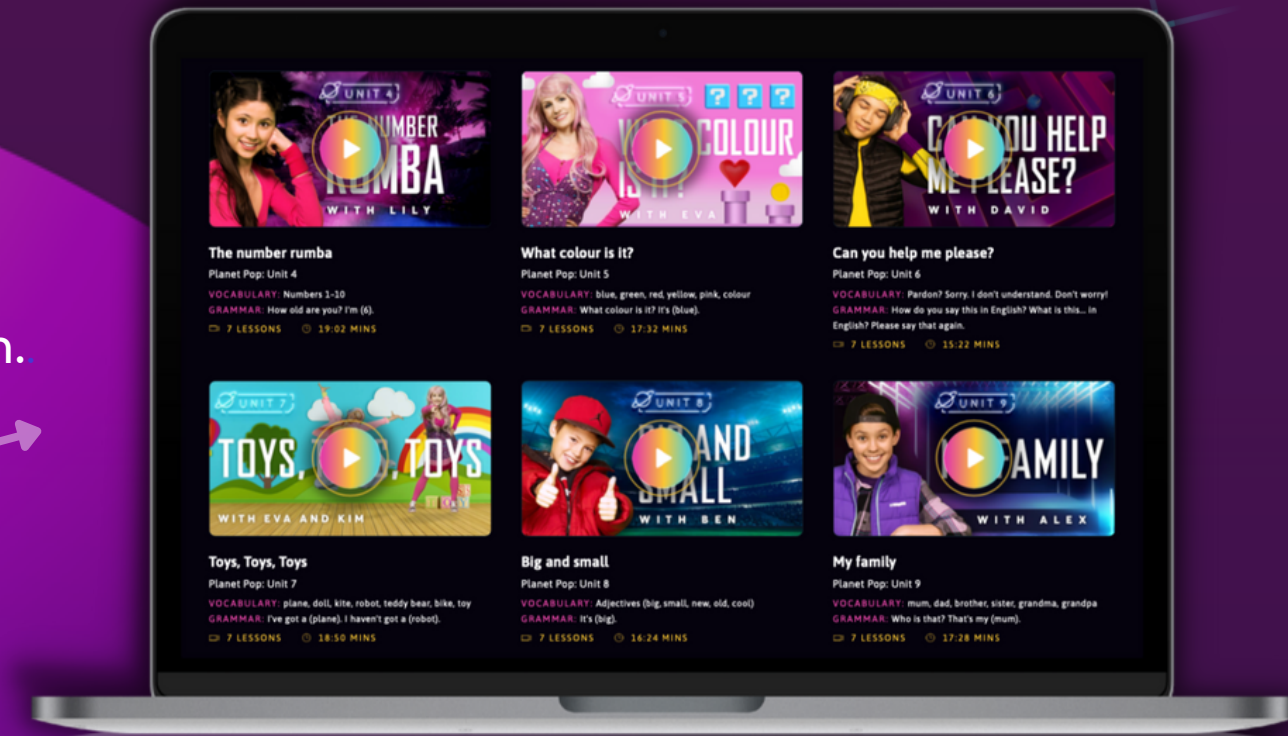
**WATCH.
LEARN.
SING.**

WHERE EDUCATION MEETS ENTERTAINMENT ✨



PLANET POP

- 🎧 Award winning English language learning platform.
- 🎧 1000s of videos, songs and activities.
- 🎧 Aligned to the Cambridge English YLE curriculum.
- 🎧 CEFR international standards: Pre-A1 to A2.
- 🎧 Created by expert educators.
- 🎧 Adding value to entertainment through education.



www.planetpop.com



GLOBAL

English as a second language curriculum for kids aged 5 to 12.

TRANSFORMED

Into 500+ original songs and contemporary videos.

SUPPORTED

By over 1000+ online, interactive, and offline activities.

AVAILABLE

By subscribing to planetpop.com & third party technology solutions.

WATCH.
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SING.





CREATED BY

A multi award-winning education company.

TRANSFORMED

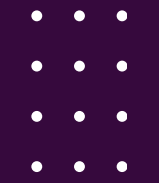
Into fun songs, interactive quizzes & gamification.

DESIGNED



To positively impact the lives of millions of children.

INNOVATION

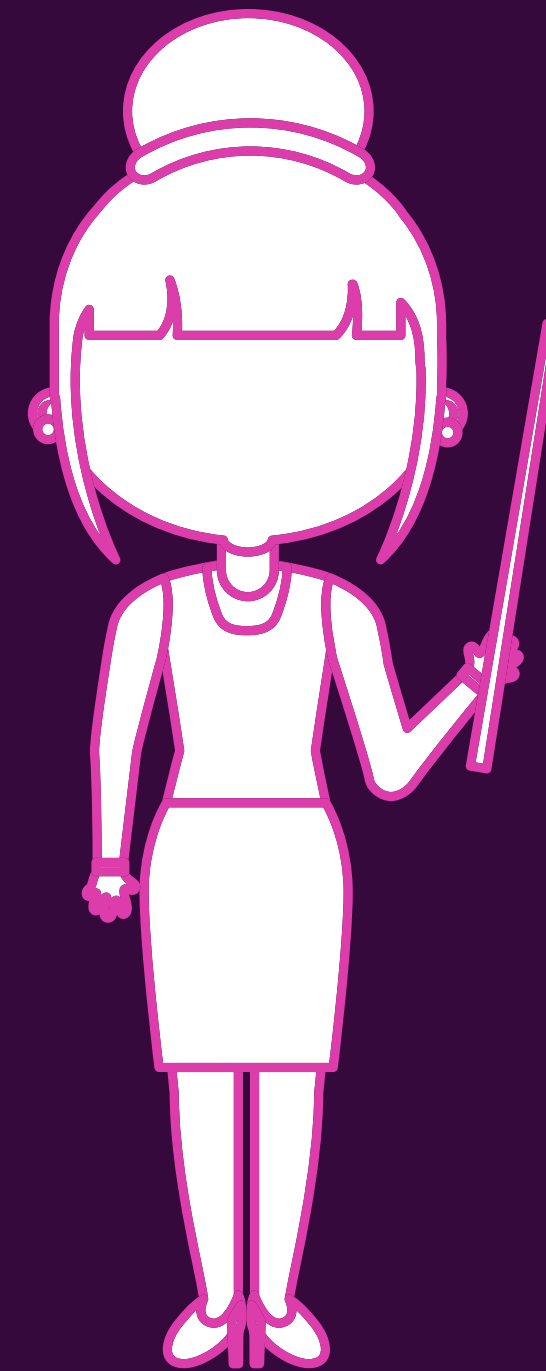


Our unique teaching methodology sets us apart!

WATCH

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PROBLEM



2.3BN KIDS WORLDWIDE

Spend too much time on YouTube, Snapchat, TikTok, Facebook, Instagram, and more.



[More Info](#)



SHORT ATTENTION SPANS

Fast-paced media consumption leads to lack of engagement in the classroom.



EDUCATION

According to a study of 22 countries, 49% of all parents are concerned that their children's curriculums are out of date.



[More Info](#)



SOLUTION



BLOCKBUSTER CONTENT

Grabs kids' attention so they don't get bored!



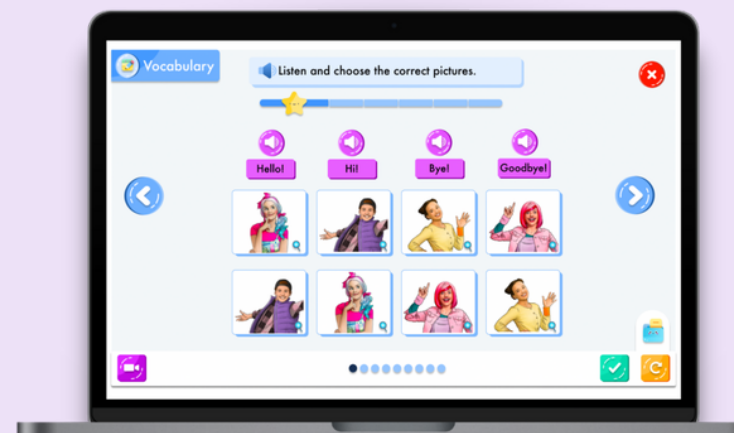
ACTIVE SCREEN TIME

Watch, sing, dance, and learn with catchy songs and videos.



CURRICULUM ALIGNED

1000+ exercises for students of interactive content, online games, and offline activities.

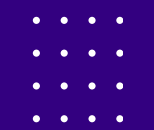


AWARDS



WATCH.
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CONTENT & IP



- Multi-award winning edutainment company.
- Netflix-style education platform launched in Feb 2022.
- 260 songs & 700+ engaging videos by June 2023
- 6 accompanying video activity books.
- 6 accompanying parent and teacher books
- 1272+ online interactive activities.
- 4 albums on Spotify & Apple Music.
- 31 episodes of the Planet Pop broadcast TV show.
- 14 original 3D characters and 16 live action characters.
- Exciting new projects underway.



1,124 videos & 315 songs by year-end 2025.

WATCH.
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English for primary school kids

Learn English as a second language with our Netflix of education style platform. For kids aged 5 to 12.

RELEASE DATE: February 2022

Talent competition for kids

Fun performance-based competition for young students learning English.

RELEASE DATE: September 2023

English for pre-school kids

A fully immersive learning experience, featuring exciting 3D characters and age appropriate songs & videos.

RELEASE DATE: September 2024

Sustainability for kids

SDG Explorers is a unique curriculum that guides children towards a more sustainable future.

RELEASE DATE: January 2024

Wellbeing for kids

Break It Kids is a scientifically based movement break for kids. Created by expert Paediatric Occupational Therapists.

RELEASE DATE: August 2022



PERFORMANCE STATS

- ELT Songs LTD incorporated on the 11th of January 2018.
- 1st seed investment received in January 2020.
- 8M+ organic views on YouTube.
- 180,000 hours of total watch time on YouTube.
- 250,000+ likes across social media platforms.
- 60,000 views a week on Tokyo MX broadcast TV in Japan.
- Planet Pop Platform soft launch in February 2022.
- 9.53% conversion rate from free trials.
- 27,000 platform video views per month and growing.
- Distribution secured in over 25 countries for 2024.

