

A powerful offer of kids online videos

YOBOHO owns & operates HooplaKidz, the leading digital-first producer of high-quality original content for kids and families all over the world.

YOBOHO's library is available in 12 languages and its content is distributed across various leading digital platforms. Apart from kids content, there is a vast library of knowledge content created for young adults and recipes content for a growing audience in home cooking.

The core target is kids aged between 6 and 12 years.

In-Stream Impressions

Non-skippable ¹	545,579,708
Skippable ¹	546,749,768
Bumper ¹	553,641,862



¹Google Ad Manager 2023-QIV. YOBOHO is published in Brazil.