



"Over the hills and far away,
Teletubbies come to play..."

Teletubbies is a celebration of play. The program introduces young children to a world of laughter and first discovery in a format designed specifically for them. Tinky Winky, Dipsy, Laa-Laa and Po are four technological babies who love each other very much and live happily together in their own world of childhood imagination.

Teletubbies speaks to the youngest of audiences, making it a very unique program and the first of its kind. Here children can relate to a playful, imaginative world inhabited by gentle, loving characters as they explore and experience everything around them. The series is also a wonderful opportunity for parents to share the joy of first discovery through children's eyes.

Teletubbies is designed to make children laugh. Laughter is a vital tool for engaging with the developing thinking processes of young children. Laughter is a sign of understanding and comprehension. The show provides developmental benefits for young children and helps build their confidence at an early age by encouraging interaction and active play.

Each original program features the Teletubbies in Teletubbyland. They happily eat their Tubby Toast and Tubby Custard and often are cleaned-up after by a comical vacuum cleaner, the Noo-noo. The Teletubbies' tummies become TV screens that light up, bringing them pictures of happy children from the real world because, next to each other, the Teletubbies love children best of all.

Teletubbies unique format and characters are designed to stimulate young children's developing thinking skills, teach them to listen, help to build their curiosity, expand their imaginations and increase their confidence. Extensive research, including the use of ongoing focus groups, has guided the series' development.