



PRESS RELEASE

Sanrio Launches New Global YouTube Channel for Kids “Sanrio Kids - Cartoons & Kids Songs”

Family-friendly content in English and Japanese that supports children's emotional and social development through songs, play, and stories

YouTube URL : <https://www.youtube.com/@SanrioKids>

Tokyo, Japan – September 15, 2026 –Sanrio Co., Ltd. today announced the launch of “Sanrio Kids - Cartoons & Kids Songs,” a new global YouTube channel for preschool-aged children and their families. The channel will feature original 3D animated content starring beloved Sanrio characters such as Hello Kitty, Cinnamoroll, and Pompompurin, available in both Japanese and English.



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Through songs, play, and relatable everyday experiences, the content introduces kindness, curiosity, and communication in a fun and engaging way. Drawing on the company’s experience creating products and services for children, Sanrio aims to support emotional and social development while providing supercute content families can enjoy together.

Under its vision of “One World, Connecting Smiles.” Sanrio is focused on creating opportunities for children to learn through fun by leveraging its unique expertise in engaging young audiences. As global demand for children's video content grows, the channel will serve as a global content platform that creates new touchpoints between kawaii Sanrio characters and children around the world, helping cultivate the next generation of fans.

Three original series featuring Hello Kitty, Cinnamoroll, and more, with songs, play, and stories

The channel features Sanrio characters such as Hello Kitty, Cinnamoroll, Pompompurin, Kerokerokeroppi, LittleTwinStars, and My Melody. It will roll out three original series that let children have fun and learn alongside the characters through songs, play, and stories. Each episode is approximately two minutes long and is designed around children’s interests and curiosity.



“Sing Along With Sanrio Friends”

An adorable music series featuring catchy nursery rhymes and original songs in English and Japanese that encourages children to sing along and move their bodies with the characters.

“Let’s Go, Sanrio Friends!”

A video series that uses the characters’ rich facial expressions and movements as a form of nonverbal communication, inviting children to enjoy four themes — move, play, learn, and reset — while nurturing intuitive understanding.

“Cinnamoroll’s Best Day”

A story series centered on Cinnamoroll that depicts some of the many situations children encounter in everyday life, from making up with friends to feeling nervous about going to school for the first time.

Moments of Kindness and Discovery for Family to Enjoy Together

Early childhood is an important stage for developing social and emotional skills through interactions with others. Guided by its long-held corporate philosophy of “Minna Nakayoku (Getting Along Together)”, Sanrio hopes this channel will help children naturally learn the value of connection, empathy, and consideration for others. Featuring our beloved Sanrio characters, the videos are designed for parents and children to enjoy together. Through fun and heartwarming stories, Sanrio aims to inspire conversations and shared moments that strengthen family communication. The channel also allows viewers to switch between Japanese and English within the same animation, giving children opportunities to engage with stories and songs in the world of Sanrio characters in both languages.

Comment from Wataru Nakatsuka, Senior Managing Director

Since its founding in 1960, Sanrio has brought smiles to children and families around the world through its characters. In recent years, we have also expanded into educational initiatives, including Sanrio English Master, at-home English-learning materials for children ages 0 to 8.

With children's video viewing continuing to grow globally, this new YouTube channel represents an important step in extending Sanrio's values of kindness, connection, and learning through play to a new generation. Leveraging our longstanding expertise in creating products and services for children, we will deliver trusted content that families can enjoy together.

Looking ahead, Sanrio will continue developing meaningful content experiences that support children's growth while creating new opportunities to connect with audiences worldwide. As a global entertainment company, we will continue connecting people through smiles around the world.

Channel Overview

Channel name: Sanrio Kids - Cartoons & Kids Songs

Launch date: Tuesday, September 15, 2026

Supported languages: Japanese and English

YouTube URL: <https://www.youtube.com/@SanrioKids>

About Sanrio

Sanrio is a global lifestyle and entertainment company best known for its beloved characters such as Hello Kitty, Cinnamoroll, Kuromi, My Melody, Pompompurin and Gudetama. Since its founding in 1960, Sanrio has upheld the corporate philosophy of “Minna Nakayoku” (Getting Along Together). Today, with a presence in over 130 countries and regions, Sanrio continues to strengthen its global influence in entertainment through consumer products, digital content, and immersive experiences. Guided by the vision “One World, Connecting Smiles.”, Sanrio is committed to creating smiles, one person at a time, and spreading the circle of happiness even further afield. As it evolves into a global IP platform provider, Sanrio aims to generate new value in entertainment.

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For more information, visit <https://corporate.sanrio.co.jp/en/>