

YouTube releasing Android app for kid-friendly viewing

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YouTube on Thursday revealed plans for the US release of a mobile application built with children—and their parents' concerns—in mind.

A free YouTube Kids app tailored for Android-powered devices and "built from the ground up with little ones in mind" is set to hit the Google Play store on Monday.

The application is designed as a simple-to-use stage for age-appropriate videos, channels and playlists skewed toward content that promotes literacy, according to YouTube.

It also boasts parental controls including a [countdown clock](#) to limit viewing time and the ability to disable online searches.

YouTube Kids launch partners include Jim Henson TV, DreamWorks TV, Mother Goose Club, National Geographic, Reading Rainbow, and Talking Tom and Friends.

Google-owned YouTube said it will continue to expand the library of videos available through the application.

"YouTube Kids is a parents' best friend when it comes to helping kids discover and enjoy age-appropriate video," ConnectSafely.org co-director Larry Magid said in a release.

"Nothing can replace an involved parent, but YouTube Kids makes

parents' job easier, more fun and more rewarding for them and their [kids](#)
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