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The Iftah Ya Simsim Educational Media Initiative began with a dream to revive the most popular Arabic language educational program ever produced in the Middle East.

Iftah Ya Simsim, the first Arabic adaption of the world famous Sesame Street aired throughout the region in 1980's and defined a generation of young Arabs, commonly referred to as 'Generation Iftah'.

Top Facts about the new Iftah ya Simsim:

Research Facts

- It has taken a total of nearly 5 years (2010-2015) of research, planning, production and forging key partnerships to create the new Iftah Ya Simsim
- Cooperation with Zayed University and the King Saud University allowed for conducting research in the UAE and KSA with over 400 children.
- Today, the Arab Gulf states are home to 41 million citizens with 11 million kids under the age of 14 and 4.3 million preschoolers, which the show aims to reach.
- With over 30% of the young population overweight/obese, the region realizes that they are jeopardizing not only the health and well-being of their citizens, but the key potential of a healthy and productive work force. Bidaya Media's research and analysis has therefore identified early Arabic literacy and health education awareness as the key goals for Season ONE of Iftah Ya Simsim.
- Formative research was conducted to measure appeal and comprehension of new Muppet designs, characters, Arabic language and script comprehension, 'Haroufi' (letters) segments, LAF segments, studio segments, story time segments, songs and Words on Screen

Production Facts

- The first broadcast of the show will be aired across 9 national and private stations on 4th and 5th September 2015
- The Television Program Content includes:
 - * 28 new episodes
 - * 28 new original songs



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- * 28 new original rhymes
- * 28 new segments on key Arabic words and concepts
- * 28 new animated storybooks

- Over 700 hours were spent with a team of Artists, designers, engineers, landscapes and digital experts to design the set.

- The cast and the crew spending 600 hours shooting and working on the studio segment for season one, while the post production crew spent 1,000 hours to edit and prepare the show for air.

- The original Iftah Ya Simsim first aired throughout the region between the late 1970s and early 1980s, with the new show airing nearly 25 years later.

- Each episode will contain four parts
 - * In-studio segment
 - * live action films
 - * Dubbed materials from Sesame Street
 - * The Super Healthy Monster Dubbed segment.

- Season 1 of Iftah Ya Simsim: Healthy Lifestyles, expects the following results:
 - * Children can identify and pronounce all 28 letters of the Arabic alphabet and identify 20-50 health related words and concepts.
 - * Children can identify 10 healthy food choices
 - * Children can avoid eating unhealthy food options
 - * Children can identify the importance of exercise, sport, rest and cleanliness as part of a healthy lifestyle
 - * Children increase the amount of time they engage in exercise/physical activity/sport, rest and proper hygiene for hands, body, hair and teeth
 - * Children can identify different types of emotions and express emotions properly
 - * Children can identify and execute proper road safety practices including wearing a seat belt, crossing the street, walking on sidewalks and understanding signs and traffic signals.

Partners Fact

- Iftah Ya Simsim features a cast of talented individuals who have been handpicked from the UAE and across the GCC countries, to make this a truly organic, home-grown

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production. Each member brings with them interesting qualifications in the field of theatre, children's education and puppeteering.

- Iftah Ya Simsim has collaborated with a special body of partners and experts called the Educational Advisory Committee (EAC) comprising of 9 representatives from government institutions and academic agencies throughout the region. These include:
 - * Arab Bureau of Education for the Gulf States (ABEGS)
 - * Abu Dhabi Education Council (ADEC)
 - * Joint Program Production Institution (JPPI)
 - * Health Authorities of Abu Dhabi (HAAD)
 - * TwoFour54 Media Zone
 - * Poet's Academy
 - * Zayed University
 - * Mubadala
 - * Google
 - * Lamsa