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TrueVisions Group, led by Birathon Kasemsri Na Ayudhaya, (center), Chief Content & Media Officer, True Corporation Plc, is teaming up with Benesse Corporation, Japan’s leading provider of educational support services, by its Deputy Managing Director, Haruno Okada (left), and Itochu Corporation, one of the leading Japanese trading companies, by its Executive Vice President, Masahiro Morofuji (right), to bring Japan’s most popular characters in children’s education “Shimajiro: A Wonderful Adventure” to broadcast in the full version in Thailand for the first time on True Spark Play, TrueVisions Channel 444. The aim is to encourage children to learn and enhance various living skills while parents can also communicate with their children to develop their skills as suitable for ages through the story of the adventures of the naughty little tiger Shimajiro and friends. Shimajiro is a well known character in Japan across Asia. It is also a model for the dissemination of ideas for the development of early childhood in Japan, China and many other Asian countries. “Shimajiro: A World of WOW!” recently won an award in the field of Outstanding Early Childhood Program for best pre-school program from the Asian Television Awards 2018, recently held its 23rd edition in Malaysia.

The animated series “Shimajiro: A World of WOW!” is now broadcast on True Spark Play, TrueVisions Channel 444, from Saturday to Sunday, at 06.30-07.00am. The rerun is broadcast daily at 3.30-4.00pm.