
UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, DC 20549

FORM 8-K

Current Report

Pursuant To Section 13 or 15(d) of the Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): April 7, 2014

GENIUS BRANDS INTERNATIONAL, INC.
(Name of registrant as specified in its charter)

Nevada
*(State or other jurisdiction of
Incorporation or organization)*

000-54389
(Commission File Number)

20-4118216
*(I.R.S. Employer
Identification Number)*

9401 Wilshire Boulevard #608
Beverly Hills, CA
(Address of principal executive offices)

90212
(Zip Code)

Registrant's telephone number, including area code: (310) 273-4222

(Former name or former address, if changed since last report)

Copies to:
Harvey J. Kesner, Esq.
Sichenzia Ross Friedman Ference LLP
61 Broadway, 32nd Floor
New York, New York 10006
Phone: (212) 930-9700
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Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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Item 7.01 Regulation FD Disclosure

On April 7, 2014, Genius Brands International, Inc. (the “Company”) distributed a letter, in the form attached hereto as Exhibit 99.1, and incorporated herein by reference.

The information disclosed under this Item 7.01, including Exhibit 99.1 hereto, is being furnished and shall not be deemed “filed” for purposes of Section 18 of the Securities Exchange Act of 1934, as amended, nor shall it be incorporated by reference into any registration statement or other document pursuant to the Securities Act of 1933, as amended, except as expressly set forth in such filing.

Item 9.01 Financial Statements and Exhibits

(d) Exhibits.

The following is filed as an Exhibit to this Current Report on Form 8-K.

Exhibit No.	Description of Exhibit
99.1	Letter Dated April 7, 2014

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, as amended, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

GENIUS BRANDS INTERNATIONAL, INC.

Date: April 7, 2014

By: /s/ Andrew Heyward

Name: Andrew Heyward

Title: Chief Executive Officer



Dear Shareholders and Friends,

On May 25, 1925, Thomas Edison appeared on the cover of Time Magazine for the first time. Eighty six years later in July 2011, Thomas Edison *again* appeared on the cover of Time Magazine. He was proclaimed not only as history's greatest inventor, but also history's greatest *innovator*. His inventions ranged from the electric lightbulb, to the phonograph, to the motion picture camera, and many many more.

What does this have to do with *Genius Brands International*, today?

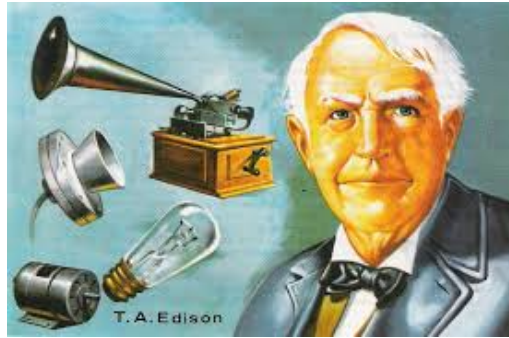
This week, Genius is announcing that our shows and content for the first time will appear on NETFLIX, on COMCAST(on demand *Baby Boost Channel*) and on our own just launched, BABY GENIUS.COM *streaming service*. This will be in addition to Baby Genius songs and DVDs availability on I Tunes, You Tube, and at retail vendors such as Target. Our agreement with COMCAST has been extended to include Xfinity TV, and I am proud to say that Baby Genius is now the #1 Xfinity On Demand property on the Comcast Baby Boost Channel, and has amassed over 50 million downloads with them. Our just signed agreement with NETFLIX, the world's leading Internet television network, has now added 10 Baby Genius® home entertainment titles to its on-demand kids' content service in the U.S. and we expect to see a similar success with the NETFLIX viewers. (The titles being offered include: *Favorite Children's Songs, Favorite Sing-A-Longs, Underwater Adventure, Favorite Counting Songs, Favorite Nursery Rhymes, The Four Seasons, Animal Adventures, Baby Animals Favorite Sing-A-Longs, Mozart And Friends* and *A Trip To San Diego Zoo.*)

At Genius Brands, we must be innovators, and we must deliver our content across all platforms. The world is moving very very fast and nowhere is it more apparent than with kids entertainment. We believe that those who embrace and become part of the new technologies and delivery systems, will succeed, and those who don't will be left behind. It was a few short years ago, when content was available only on the miracle of broadcast television. Kids today, as early adoptors, have revolutionized how entertainment is being consumed, and we are proud to be able to call them our 'partners'. They use mobile devices, tablets, computers, game platforms, video players, and yes, even television! Who hasn't marveled at seeing toddlers fluently using their parents I pads or tablets?!

Our ability to embrace this content consumption paradigm is our key to success. At the same time, we must stay grounded in our mission to provide "content with a purpose"and bring the very best in positive entertainment to global audiences.



All this takes us back to Thomas Edison. Two years ago we had the privilege to visit his laboratory, and witness first hand where so many of the then groundbreaking inventions took place. I sat at Thomas Edison's desk, and confess I had goose bumps when I held the patent application for the electric lightbulb in my hand.



It was then that Amy and I, with the support of the Edison Innovation Foundation, decided to produce a childrens series which would be based on that magic laboratory and which would promote the wonders of science to kids everywhere.

We have just completed our pilot episode of this series, and I want to share with you, the link to have a small taste of what its about. The premise is a simple one: *“Four students happen upon “Thomas Edison’s Secret Laboratory”, where he has left a hologram of himself, and his robot Von Bolt behind to help the next generation of scientists and innovators.”* Produced in association with American public televison and GPT(Georgia Public Television) as our sponsoring station, “Thomas Edison’s Secret Lab” will be seen worldwide on not only broadcast television, but all of the new platforms.

In complement to the show, we are already developing a line of licensed consumer products which will extend and enrich the experience. Please click on the link below and enjoy a taste of our upcoming series, Thomas Edison’s Secret Lab. “Content with a purpose”, with a little innovation thrown in for good measure!

-Andy

<https://share.mediasilo.com/#quicklink/FFD70F4FFC096A534F86CD11DBBF120F>