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DISNEY JUNIOR – A BRAND NEW 24 HOUR CHANNEL CREATED ESPECIALLY FOR THE YOUNGEST MEMBERS OF THE FAMILY

Anchored by hits "Jake and the Never Land Pirates," "Mickey Mouse Clubhouse," "Handy Manny," "Little Einsteins," and "Special Agent Oso" plus soon to launch new series "Doc McStuffins" and many more

The channel will launch on digital cable for over 3 million viewers across India and will soon be available across leading DTH players

Disney Junior, the globally acclaimed entertainment destination designed especially for the youngest members of the family, their parents and caregivers has launched in India. The channel will be available on digital cable across India for over 3 million viewers at launch and will soon expand its presence across key Direct-To-Home (DTH) platforms. Disney Junior will be available in English with multiple language options for select shows. It will showcase both classic and new Disney characters and stories and embrace the same magical storytelling with a heart that generation of Disney fans have come to know and love.

"Kids across India along with their parents, grandparents and caregivers have welcomed Disney's magical, funny and heartfelt stories and wonderful characters into their lives. Parents are seeking more of these well-told stories, the hallmark of the Disney experience, that also serve as a learning and development tool for our young viewers," said Vijay Subramaniam, executive director, Kids Network, Disney UTV.

He continued, "Invigorated by the need for age appropriate, fun-filled entertainment that entertains and enriches our viewers by stimulating their imagination and assists their overall development, we are thrilled to offer Disney Junior as a dedicated 24-hour entertainment destination, unlike any other offering on television currently. Disney Junior will continue to bring the Disney experience with elements that encourage early childhood development, wrapped in strong emotionally connected storytelling."

Disney Junior will fulfill the parents' expectations for learning -focused entertainment that encourage social and emotional development as well as cognitive skills. Its globally acclaimed stories will help viewers build emotional connect with the iconic as well as new characters which form the most 'fun' aspect of growing up. Shows such as "Mickey Mouse Clubhouse", "Jake and The Never Land Pirates", "Handy Manny", will help stimulate imagination through the universal themes of humor, music and fun while also blending in components of social and emotional development and more traditional learning such as early math and language skills. The programming of Disney Junior is guided by a council of experts in transmedia, storytelling, early education, language development, diversity, emotional learning, digital trends and literacy.

The 24 hour channel schedule will include daily telecasts of the popular show "Jake and the Never Land Pirates" and the hit series "Mickey Mouse Clubhouse". Other shows in the line-up include "Special Agent Oso", "Handy Manny", "Little Einsteins", "The New Adventures of Winnie the Pooh", "Jungle Junction", "Octonauts", "The Hive", with special animated short form series "Minnie's Bow-Toons", "Mickey Mousekersize", "Tasty Time with ZeFronk", "Handy Manny's School for Tools" and season series of "The Little Mermaid," and "Aladdin" featuring the Disney heritage characters. The channel will also introduce brand new animated series such as "Doc McStuffins" and "Sofia the First" during the next few months.

A total of 29 Disney Junior channels are available in 21 languages across 144 countries/territories* in over 66.9 million households.

About Disney Junior:

The newly branded Disney Junior reflects the emotional connection generations of consumers have to Disney storytelling and Disney characters, both classic and contemporary. Disney Junior's programming invites parents, grandparents and caregivers to join children in the Disney experience of magical, musical and heartfelt stories and characters, while incorporating specific learning and development themes designed for kids age 2-7. Disney Junior's animated and live action series blend Disney's unparalleled storytelling and characters kids love deeply with learning, including early math, language skills, healthy eating and lifestyles, and social skills.

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*APAC references markets not countries but for consistency we will define them as countries. American Samoa, Guam, Puerto Rico and US Virgin Islands are US territories.

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