



**DISNEY XD**

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# Disney XD Fact Sheet

Disney XD is a basic cable channel and multi-platform brand showcasing a compelling mix of live-action and animated programming for kids ages 6-14, hyper-targeting boys and their quest for discovery, accomplishment, sports, adventure and humor. Disney XD branded content spans television, online, mobile and VOD platforms. The programming includes series, movies and short-form, as well as sports-themed series developed with ESPN.

**Performance:**

In 2009 Disney XD delivered its largest annual audience in the network's history (including Toon Disney) in Total Day, in Total Viewers and across all key kid target demographics, including Kids 6-14, Boys 6-14, Kids 6-11 and Boys 6-11, posting solid double-digit percent increases in all key breaks. In Disney XD was the growth leader among all kid-targeting cable networks in Total Day among Kids 6-14, Boys 6-14, Kids 6-11, Boys 6-11, Tweens 9-14 and Boys 9-14.

**Distribution:**

In the U.S., Disney XD is seen on a 24-hour, advertiser supported network that reaches more than 72 million households via its basic cable affiliates. The network has added more homes across the U.S. than any cable network already established in over 70 million in April 2009. Disney XD launched in Europe, Latin America and Japan, building its distribution to 112 countries/territories in more than 205.4 million households.

**Programming:**

Disney XD programming includes the action-adventure series "Aaron Stone," comedies "I'm In The Band" and "Zeke and Luther," Emmy-nominated animated comedy series "Phineas and Ferb," as well as "SportsCenter High 5," a short-form series produced in partnership with ESPN that highlights awe-inspiring moments in sports entertainment. A new 2-D animated comedy series, "Kick Buttowski: Suburban Daredevil" (working title), is slated to premiere on the network in 2010.