



RADIO DISNEY

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Radio Disney Fact Sheet

Radio Disney is a 24-hour contemporary hits radio network and the only broadcast radio destination that serves both a kid and family audience. The network broadcasts through radio stations in more than 40 U.S. markets and via RadioDisney.com, Sirius and XM satellite radio, iTunes Radio Tuner, XM/ DIRECTV, mobile phones and on the Radio Disney iPhone App. Internationally, Radio Disney is also available throughout most of South America via a separate terrestrial broadcast. Radio Disney is part of the Disney Channels Worldwide family.

Reach:

In 2009, Radio Disney delivered its highest annual ratings book ever during the daytime, weekday morning and weekday afternoon dayparts, across all demos and most notably with its core Kids 6-11 and Kid 6-14 listeners, and Moms 18+ with Kids 6-11 and Moms 18+ with Kids 2-11. Throughout the year, Radio Disney reaches weekly audiences of 22.2 million listeners 6+ and 6.8 million Kids 6-14 listeners during its programming day. A network for the entire family, 91% of Moms 18+ with Kids 2-11 listen to Radio Disney with a child, an 11% increase over 2008.

Programming:

Kids help pick the music that is played on Radio Disney and are encouraged to interact via a toll-free line to the Radio Disney studio. The network's playlist is driven by listener requests and represents major record labels, including recording artists Miley Cyrus, Jonas Brothers, Taylor Swift, Demi Lovato, Colbie Caillat, David Archuleta, Jordin Sparks, Jesse McCartney, Ashley Tisdale, Honor Society, Justin Bieber and Mitchel Musso.

Radio Disney sets the industry standard for all-family content with signature programs such as "Top 30 Countdown" and "N.B.T." (Next Big Thing), which provides opportunities for up and coming talent. Radio Disney's podcasts allow listeners to get the inside scoop on some of their favorite celebrities.

Fan Outreach:

Radio Disney reaches out to local communities through concerts, mall tours, sporting events, hospital visits, scholarships and promotions such as the *Mega Sweepstakes*.

Brand Extension:

Radio Disney brand extensions include the triple-platinum-selling CD franchise Radio Disney Jams from Walt Disney Records.

Source: Arbitron Custom Radio Disney Ratings Study, 2009 April and August books, National Ratings.