

DISNEY ABC TELEVISION GROUP

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Digital Media Fact Sheet

Disney-ABC Television Group has identified the utilization of emergent technologies as one of the key strategic differentiators for its continued growth and marketplace dominance. Dedicated to providing consumers with content that they can view at their convenience, regardless of time, place or platform, the Group selects distribution outlets and partners that are most relevant to consumer lifestyles and most complimentary to its successful franchises and popular programming. These preferred partners and corresponding platforms deepen relationships with our existing audiences while attracting new viewers to the Disney-ABC Television Group's linear channels.

The Group's established selection criteria for these partnerships includes a complementary or comparable brand, strong relationship with consumers, sound growth strategy based on building value for consumers, a priority on marketing and promotion, and respect for content.

Video On Demand:

Disney-ABC Television Group programming is currently available via video on demand on several cable and telco television systems in the U.S. and Europe.

A subscription video on demand product currently available to Cablevision iO customers, Disney Channel On Demand includes such hit series as "Wizards of Waverly Place," "Hannah Montana," "Mickey Mouse Clubhouse" and "My Friends Tigger & Pooh," which are refreshed on a monthly basis. Disney-ABC Television Group was first to introduce the Premiere Strategy to SVOD, most recently provided Disney Channel On Demand viewers a sneak peak at "Camp Rock" before its premiere on basic from cable.

Disney-ABC Television Group's full suite of On Demand content, including ABC News Now on Demand, Disney Channel On Demand, ABC Family On Demand, SOAPnet On Demand and Radio Disney's RDTV, is available free to Verizon FiOS customers.

Additionally, as part of a distribution agreement with Comcast, the Disney-ABC Television Group made several ABC primetime programs, cable network shows and Disney movies available on Comcast's signature ON DEMAND service in Fall 2007. Four ABC primetime series were offered by Comcast in ABC-owned television station markets, marking the first time ABC broadcast programs were available on video on demand (VOD) by any cable company.

In Fall 2007, Cox Communications and ABC began an unprecedented digital platform trial to test several advanced on demand opportunities in Cox's Orange County cable television system. Key elements of the trial included making episodes of some of ABC's most popular primetime series and select ESPN on ABC college football events available to Cox Digital customers in the FreeZone section of Cox's On Demand service. Cox has disabled the fast-forward option on its VOD service for all offered ABC and ESPN on ABC content. The companies also worked together to test dynamic ad insertion on Cox's On DEMAND platform. As part of the agreement, ABC has syndicated its Emmy Award-winning broadband player for the first time ever to a cable operator, providing Cox.net users with the ability to watch ad-supported, full episodes of many of ABC's most popular primetime series online the day after they air on the network.

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Video On Demand (cont.):

Disney-ABC Domestic Television licenses all the theatrical product of The Walt Disney Company's various labels in VOD through a wide range of distributors and platforms, including cable MSOs, plus Verizon, Movielink and CinemaNow, and is exploring new ways to capitalize on its properties – ranging from movies to classic Disney animation – by teaming up with new media outlets within the broadband and wireless arenas.

Broadband:

Disney-ABC Television Group's broadband offerings span its portfolio of businesses, delivering its popular entertainment and news content to consumers via the web. The Group launched ad-supported, full-length episodes of four ABC primetime series online at ABC.com in May 2006, marking the first time a broadcast network has made multiple series available online, free of charge to consumers. Combining sleek, modern design with superior user-friendly functionality and smooth, stutter-free play, ABC.com's Emmy-winning online video player offers viewers episodes of the network's most popular series and can be launched off of ABC.com, numerous broadcast affiliate sites, portals and video aggregator sites as well as social network sites via the ABC.com Full Episode widget.

In another industry first, ABC.com began to stream content in true high definition resolution on its ABC.com broadband video in Summer 2007. Launched as a beta test, the full-episode broadband player's HD channel currently features a limited amount of content in true high-definition 1280 X 720 resolution from such series as "Lost," "Desperate Housewives," "Grey's Anatomy" and "Ugly Betty."

ABC News' online video player is available to more than 200 ABC affiliate web sites and features clips of "World News with Charles Gibson" and "Good Morning America" with additional video highlights from across all ABC News broadcasts. Additionally, ABC News Now, a 24-hour news and lifestyle channel, is available to 30 million internet homes via Comcast.net, SBC Yahoo! DSL and Bell South DSL, among others.

Full-length episodes of hit Disney Channel and Jetix series, along with short form content, music videos and Disney Channel Original Movie bonus materials, are also available for streaming online through DisneyChannel.com and Jetix.tv. Disney Channel was the first network to make episodes of its popular original series available online in multiple languages, including Spanish, French, German, Mandarin and Hindi, in addition to English. ABC Family also offers full episodes of original series and movies via their broadband player.

In a collaborative effort with ABC Daytime, SOAPnet launched "Soapnetic," a gated broadband offering, in April 2006, providing fans with an exclusive video vault showcasing all their favorite soaps and stars. Also available, Playhouse Disney's Preschool Time Online is a subscription broadband product that offers fun learning activities for preschool-age children.

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Portable Media:

Disney-ABC Television Group made history in October 2005 when it became the first company to make programming available for download on iTunes, and in March 2006 was the first to offer full-length movies on iTunes by making Disney Channel's blockbuster hit "High School Musical" available for purchase. In August 2007, Disney-ABC Television Group was one of the first programming providers to make content available when iTunes launched in the UK. Content from the Group is also available on iTunes in Germany, France and Australia.

Mobile Agreements:

In May 2007, Disney-ABC Television Group and Sprint announced a deal that provides Sprint customers with access a comprehensive portfolio of news and entertainment video programming from ABC Entertainment, ABC News and Disney Channel. The content is available on demand and via three "linear" mobile channels, which stream continuous scheduled programming throughout the day. Sprint is the first carrier to provide ABC Mobile, a newly-created linear mobile channel. ABC Mobile features a variety of popular full-length and short-form news and entertainment content, including full-length episodes of "Desperate Housewives," "Grey's Anatomy," "Lost" and "Ugly Betty," as well as ABC News' "Good Morning America," "World News with Charles Gibson," "Nightline," "This Week with George Stephanopoulos" and other ABC News Specials. Short-form promotional content from ABC Primetime, ABC Daytime and ABC News is also featured.

ABC Daytime's ABC Mobile Storefront allows fans to stay connected with mobile images and messages of their favorite soap characters. Featuring ring tones, wallpapers, and 'Soap Confidential,' a service that provides insider news alerts and preview information, ABC Daytime's Mobile Storefront is offered in partnership with leading mobile content company Proteus, Inc. The service is supported through all major wireless carriers, including AT&T, Verizon and Sprint, and is available on the web.

Internationally, Disney-ABC-ESPN Television (DAET), along with Walt Disney Internet Group (WDIG), concluded its first mobile TV agreements in 2005. In the UK, online and mobile clips, in addition to short-form content from "Lost" and "Desperate Housewives," have been licensed exclusively to Channel 4 New Media. Both series' mobile content has also been licensed by DAET and WDIG to Vodafone in Italy. In Korea, DAET concluded an agreement with premiere satellite digital media broadcasting operator, TU Media, to stream over 250 hours of programming, including "Desperate Housewives" and "Alias," via its linear channel 'Blue.' Additionally, DAET is the first U.S. studio to launch wireless content in Korea.

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HDTV:

ABC Television Network was the first major broadcast network to begin broadcasting in HDTV, beginning in November 1998 with the theatrical presentation of “The Wonderful World of Disney: 101 Dalmatians.” The Network currently broadcasts the majority of its schedule in HDTV, including all comedies, dramas and theatrical movies. All of ABC’s HDTV programs use 720 Progressive (720P), ABC’s selected HDTV format, and uses 5.1 Dolby surround sound.

ABC News began broadcasting “Good Morning America” in high definition seven days a week in Fall 2005. The HDTV launch of “Good Morning America” and “Weekend Edition of Good Morning America” marked the first time ever that regularly scheduled commercial network news programming has been broadcast in high definition.

Disney-ABC International Television (Asia Pacific) signed its first deal for an HD format in China, with “Lost” and “Grey’s Anatomy” launching for the first time in August 2006 on CCTV HD Channel, the country’s premier HD channel. The deal also includes 15 library features such as “Shanghai Nights” and “Shanghai Noon.”

Additional Digital Initiatives:

All ABC News bureaus are digitally connected to each other and are capable of feeding video, audio tracks and other media back and forth between New York using high speed connections to the Internet.

In addition to their traditional broadcast service, ABC Owned Television Stations each offer full-time digital channels in addition to their traditional broadcast service. All 10 owned TV stations – including six properties in Nielsen’s Top 10 U.S. markets – have a three-channel multiplex on their DTV services. Three digital television channels have now been launched by each ABC-owned local television station. One digital channel simulcasts the station’s main schedule with the added attraction of primetime series, special events and live sports in high definition. A second offers local and network news. A third has local and regional weather reports powered by AccuWeather, along with news and sports headlines.

The 10 ABC-owned television stations have each built Internet platforms which together reach four million unique users each month. Local wireless services from ABC-owned stations provide news, weather, real-time traffic and other information to consumers with smart phones.