



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 aged 6-14, hyper-targeting boys (while still including girls) 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 programming developed with ESPN.

Distribution:

In the U.S., Disney XD is seen on a 24-hour, advertiser-supported network that reaches more than 78 million households via its basic cable and satellite affiliates. The channel is also available across the globe in 18 languages, reaching over 230 million households in 140 countries/territories.

Performance:

In Total Day measurements, Disney XD has grown its audience year to year for 32 consecutive months in Boys 6-14 and Boys 6-11. In Primetime, Disney XD grew its audience year to year for 31 consecutive months in Kids 6-11, and for 29 consecutive months in Boys 6-14 and Boys 6-11. In both Total Day and Primetime, 2Q11 was its #1 quarter of all time in Total Viewers and all kid and boy demos.

The Disney XD premiere of "Phineas and Ferb: Across the 2nd Dimension" became Disney's XD's #1 movie telecast on record (includes Toon Disney) in Kids 6-11 and Boys 6-11.

Programming:

Disney XD programming includes original series "Kickin' It," "Pair of Kings" and "Zeke and Luther." Animated programming includes Emmy-winning comedy series "Phineas and Ferb" and Emmy-nominated "Kick Buttowski – Suburban Daredevil," both from Disney Television Animation, as well as Marvel Animation's "The Avengers: Earth's Mightiest Heroes."

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