

# Spot advertising coming to Disney Channel, Disney Junior

From November 2014, Disneymedia+ will be offering spot advertising across Disney Channel and Disney Junior, in addition to the current advertising options on Disney XD (DStv, Channel 304) and other sponsorship opportunities.



From November 2014 Disneymedia+, the integrated ad sales, promotions and marketing solutions arm of The Walt Disney Company Africa (which covers the length and breadth of the company's assets from Disney, to Pixar, Marvel, Lucasfilm and ABC Studios) - in conjunction with DStv Media Sales - will for the first time offer spot advertising across Disney Channel and Disney Junior, in addition to the current advertising options on Disney XD (DStv, Channel 304) and other sponsorship opportunities.

The aim is to ensure the company gives its advertising clients access to the entire Disney Channels multiplex, and all of Disney's high-quality programming targeted to kids and families across the continent.



Launched in 2006 and celebrating its 8th birthday this month (September) on DStv, Disney Channel currently reaches 287,200 Kids 4-14 on average every day across South Africa in DStv Premium homes.



Launched in 2011, Disney Junior currently reaches 1.3 million individuals 4+ on average each day across the DStv Premium, Extra, Compact, Family and Access bouquets - and is the #1 preschool pay TV channel on DStv.



Disney Channel and Disney Junior, along with their sister channel Disney XD, make up Disney's multiplex offering in the children's TV market with a collective reach of over 93% of kids 4-14 in DStv homes in South Africa (Jan - July 2014).

Disney XD has carried advertising since its launch in 2011 and will continue to closely monitor all advertising and promotions across its channels and non-linear platforms. As well as conforming to local regulatory guidelines, Disney has strict internal guidelines related to the brands that can advertise across its portfolio, ensuring all advertising is age appropriate and of the highest quality experience for its audience.

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