The Walt Disney Company signs a Video On Demand deal on IPTV with FASTWEB in Italy

Announcing Disney Channel's first European deal for Video On Demand on IPTV: from November 5th FASTWEB will offer a selection of favourite programmes targeting teens, tweens and preschoolers on IPTV.

Milan, 5th November 2007 - **The Walt Disney Company** and **FASTWEB** announced they have signed a deal to launch Disney Channel On Demand, a Video On Demand offer on FASTWEB IPTV starting on November 5th.

For the world's leading kids tv brand, the agreement represents a further step in its strategy of seeking to leverage on new digital platforms to extend its reach and availability to viewers. FASTWEB IPTV subscribers are given the opportunity to enjoy viewing in a new way – choosing their favourite programme when they want to watch it. The Disney Channel On Demand offer will feature a range of popular programmes including hit live action series such as *Hannah Montana*, the well known sit-com *Quelli dell'intervallo,* animated heroes such as *Kim Possible* and *American Dragon,* and cult Disney Channel Original Movies (DCOMs) such as *High School Musical 2* in its *Dance Along* version. For younger viewers, Disney Channel On Demand will offer a range of series for preschoolers, such as the newly launched *Disney My Friends Tigger and Pooh, Mickey Mouse Clubhouse* and *Handy Manny*.

"*Our goal*" says **Giorgio Stock**, Managing Director of WDTVI "*is to ensure that Disney Channel programmes reach kids and families wherever they happen to watch tv. This means reaching out to new digital platforms and allowing our viewers more choices to access our programmes. This important IPTV VOD deal with FASTWEB, the first one signed in Europe for Disney Channel, also underscores our strategy to support new ways of enjoying tv. With a DC VOD offer, we believe we have found a complementary way of meeting our audience's ever increasing expectations."*

"Thanks to this agreement, FASTWEB will be able to offer its customers Disney's prestigious and extremely popular content through the innovative SVOD system" - **Paolo Agostinelli**, head of FASTWEB IPTV and Media said. *"Subscribers to FASTWEB IPTV are extremely interested in content targeting kids and tweens: about half of the videos viewed on FASTWEB TV are sourced from the kids' space. Disney Channel on Demand represents a further step in the cooperation, started in 2004, between FASTWEB and The Walt Disney Company which also includes the distribution in Video On Demand of Disney movies, Disney's Magic English and, since June 2007, Espn Classic,".*

Disney Channel ON Demand will be available on Channel 17 of FASTWEB TV.

Walt Disney Television Italia Press Office
Jole Da Rin
Tel. +39 02 25099413
Jole.darin@disney.com

FASTWEB Press Office
Maria Laura Sisti
Tel. +39 02 4545 4370
marialaura.sisti@fastweb.it

Marina Gillespie
Tel. +39 02 4545 2465
marina.gillespie@fastweb.it