

90



YEARS OF IMAGINATION

ICONIC BRANDS. INFINITE OPPORTUNITIES.

Disney Media & Partnership overview

Disney

Disney · PIXAR

MARVEL

STAR
WARS

Welcome and exciting news!

On behalf of The Walt Disney Company Africa we would like to welcome you to explore four of our iconic brands: Disney, Disney•Pixar, Star Wars and Marvel.

This is a very exciting time to partner with Disney. 2018's highlights include the theatrical successes of Marvel Studios' Black Panther and Avengers: Infinity War (the number 1 and 2 biggest films of all time at the SA Box Office respectively), Disney•Pixar's Incredibles 2 (the biggest animated film of all time at the SA Box Office) and the exciting expansion of Disney Channel into the Compact and Compact Plus tiers on DStv. To create even more opportunities for partners, we are expanding the ways in which you can collaborate with The Walt Disney Company Africa. From August, advertising sales for the Disney Channels Multiplex (Disney Channel, Disney Junior and Disney XD) have been brought in house and are now handled directly by Disney Media Sales team based in Johannesburg.

Agencies and direct clients will now be able to book traditional TV advertising directly with Disney Media Sales team as well as capitalize on wider opportunities by partnering off-air on brands including Disney, Disney•Pixar, Star Wars and Marvel.

The Walt Disney Company's family of brands deliver unique, compelling, relevant and original content with wide appeal across all ages and genders. With four brands that represent infinite opportunities, there is literally something for everyone. We pride ourselves on leveraging our wealth of creative assets in exciting ways across a multitude of platforms. In doing so, we value collaborations and we would ask you to challenge us, as we challenge you, to think differently as we create innovative, engaging and integrated campaigns together.

On the following pages you will find information on the breadth of The Walt Disney Company's 2018/2019 franchises, film, home entertainment and channels properties. We look forward to working with direct partners and media agencies on a variety of opportunities to leverage the strength of Disney's brands for your own marketing activities.

For information on Disney advertising and promotional opportunities, please contact Disney Media Sales and Partnerships:

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*"I only hope that we never lose sight of one thing
- that it was all started by a mouse."*

WALT DISNEY

The **Walt Disney** Company Africa

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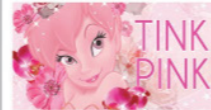
BABY



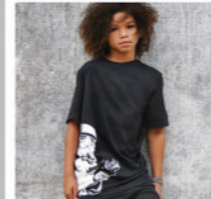
YOUNG BOYS



YOUNG GIRLS



OLDER BOYS



OLDER GIRLS



ADULT



A JOURNEY THROUGH LIFE WITH DISNEY



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National Retail Promotional Calendar 2018/2019



2018

November/December



2019

January

April/May

June/July

November/December



7

Theatrical Release Calendar 2018/2019



2018

2 November

30 November

December

28 December



Theatrical Release Calendar 2018/2019



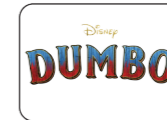
2019

18 January

8 March

29 March

3 May



2019

24 May

21 June

5 July

19 July

9 August

27 November

20 December



DVD Release Calendar 2018/19



2018

5 November



12 November



26 November



2019

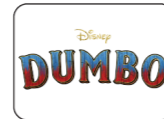
27 May



29 July



19 August



26 August



DVD Release Calendar 2018/2019



2019

25 February



25 March



April



22 April



23 September



21 October



25 November



17 December





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THE NUTCRACKER AND THE FOUR REALMS



Release Date: 2 Nov 2018
DVD Release date: February 2019
Studio: Walt Disney Studios
Genre: Fantasy Adventure
Cast: Keira Knightley, Mackenzie Foy, Eugenio Derbez, Matthew Macfadyen, Richard E. Grant, Sergei Polunin, Jayden Fowora-Knight, Omid Djalili, Jack Whitehall, Meera Syal, Ellie Bamber, Misty Copeland, with Helen Mirren and Morgan Freeman.
Director: Lasse Hallström
Producers: Mark Gordon, Larry Franco
Executive producers: Sara Smith, Lindy Goldstein
Screenplay by: Ashleigh Powell and Simon Beaufoy

Synopsis

All Clara (Mackenzie Foy) wants is a key - a one-of-a-kind key that will unlock a box that holds a priceless gift from her late mother. A golden thread, presented to her at godfather Drosselmeyer's (Morgan Freeman) annual holiday party, leads her to the coveted key - which promptly disappears into a strange and mysterious parallel world.

It's there that Clara encounters a soldier named Phillip (Jayden Fowora-Knight), a gang of mice and the regents who preside over three Realms: Land of Snowflakes, Land of Flowers and Land of Sweets. Clara and Phillip must brave the ominous Fourth Realm, home to the tyrant Mother Ginger (Helen Mirren), to retrieve Clara's key and hopefully return harmony to the unstable world. Starring Keira Knightley as the Sugar Plum Fairy and featuring a special performance by Misty Copeland, Disney's new holiday feature film "The Nutcracker and the Four Realms" is directed by Lasse Hallström and inspired by E.T.A. Hoffmann's classic tale.

IN CINEMAS 2 NOVEMBER 2018.

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RALPH BREAKS THE INTERNET



DVD Release date: March 2019
Studio: Walt Disney Animation Studios
Genre: Animation Adventure
Voice cast: John C. Reilly, Sarah Silverman, Gal Gadot, Jack McBrayer, Jane Lynch, Alan Tudyk, Ed O'Neill and Taraji P. Henson.
Directors: Rich Moore, Phil Johnston
Producer: Clark Spencer

Synopsis

"Ralph Breaks the Internet" leaves Litwak's video arcade behind, venturing into the uncharted, expansive and thrilling world of the internet - which may or may not survive Ralph's wrecking. Video game bad guy Ralph (voice of John C. Reilly) and fellow misfit Vanellope von Schweetz (voice of Sarah Silverman) must risk it all by traveling to the world wide web in search of a replacement part to save Vanellope's video game, Sugar Rush.

In way over their heads, Ralph and Vanellope rely on the citizens of the internet - the Netizens - to help navigate their way, including Yesss (voice of Taraji P. Henson), who is the head algorithm and the heart and soul of the trend-making site "BuzzTube," and Shank (voice of Gal Gadot), a tough-as-nails driver from a gritty online auto-racing game called Slaughter Race.

Directed by Rich Moore ("Zootropolis", "Wreck-It Ralph") and Phil Johnston (co-writer "Wreck-It Ralph", "Zootropolis", writer "Cedar Rapids"), and produced by Clark Spencer ("Zootropolis", "Wreck-It Ralph", "Bolt", "Lilo & Stitch").

IN CINEMAS 30 NOVEMBER 2018.

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MARY POPPINS RETURNS



Release date: 28 December 2018
DVD Release date: April 2019
Studio: Walt Disney Studios
Genre: Live-Action Musical
Cast: Emily Blunt, Lin-Manuel Miranda, Ben Whishaw, Emily Mortimer, Julie Walters with Colin Firth and Meryl Streep
Director: Rob Marshall
Producers: Rob Marshall, John DeLuca, Marc Platt
Screenplay by: David Magee
Screen Story by: David Magee & Rob Marshall & John DeLuca
Based on: The Mary Poppins Stories by PL Travers
Music by: Marc Shaiman
Songs by: Marc Shaiman and Scott Wittman

Synopsis

Disney's "Mary Poppins Returns" stars Emily Blunt ("The Girl on the Train", "Into the Woods") as the practically-perfect nanny with unique magical skills who can turn a routine task into an unforgettable, fantastic adventure. In this all new sequel, which has a fresh sensibility yet celebrates the spirit of the original, Mary Poppins is back to help the next generation of the Banks family find the joy and wonder missing in their lives after they experience a personal loss.

The enigmatic nanny is joined by her friend Jack, played by Lin-Manuel Miranda ("Hamilton", "Moana"), an optimistic street lamplighter who helps bring light - and life - to the streets of London. "Mary Poppins Returns" is directed by Rob Marshall ("Into the Woods", "Chicago") and produced by Marshall, John DeLuca ("Into the Woods") and Marc Platt ("La La Land"). The screenplay is by David Magee ("Life of Pi") and the screen story is by Magee, Marshall & DeLuca based on The Mary Poppins Stories by PL Travers with music by Marc Shaiman ("Hairspray") and songs by Shaiman and Scott Wittman ("Hairspray").

IN CINEMAS 28 DECEMBER 2018.

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GLASS

GLASS

Release date: 18 January 2019
DVD release: May 2019
Genre: Comic-Book Thriller
Cast: Bruce Willis, Samuel L. Jackson, James McAvoy, Anya Taylor-Joy, Spencer Treat Clark, Charlayne Woodard and Sarah Paulson
Written and Directed by: M. Night Shyamalan
Produced by: M. Night Shyamalan, Jason Blum, Ashwin Rajan, Marc Bienstock
Executive Producer: Steven Schneider

Synopsis

M. Night Shyamalan brings together the narratives of two of his standout originals - 2000's Unbreakable, from Touchstone Pictures, and 2016's Split, from Universal - in one explosive, all-new comic-book thriller: Glass.

From Unbreakable, Bruce Willis returns as David Dunn as does Samuel L. Jackson as Elijah Price, known also by his pseudonym Mr. Glass. Joining from Split are James McAvoy, reprising his role as Kevin Wendell Crumb and the multiple identities who reside within, and Anya Taylor-Joy as Casey Cooke, the only captive to survive an encounter with The Beast.

Following the conclusion of Split, Glass finds Dunn pursuing Crumb's superhuman figure of The Beast in a series of escalating encounters, while the shadowy presence of Price emerges as an orchestrator who holds secrets critical to both men.

Joining the all-star cast are Unbreakable's Spencer Treat Clark and Charlayne Woodard, who reprise their roles as Dunn's son and Price's mother, as well as Golden Globe Award winner Sarah Paulson (American Horror Story series). This riveting culmination of his worldwide blockbusters is produced by Shyamalan and Blumhouse Production's Jason Blum, who also produced the writer/director's previous two films for Universal. They produce again with Ashwin Rajan and Marc Bienstock, and Steven Schneider, who executive produces.

IN CINEMAS 18 JANUARY 2019.

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CAPTAIN MARVEL



Release date: 8 March 2019
DVD release date: July 2019
Studio: Marvel Studios
Genre: Action Adventure

Synopsis

The film stars Academy Award® winner Brie Larson (“Room,” “Kong: Skull Island”), Samuel L. Jackson (Marvel Studios’ “Avengers: Age of Ultron,” “The Hateful Eight”), Ben Mendelsohn (“Rogue One: A Star Wars Story,” “Ready Player One”), Djimon Hounsou (“Blood Diamond,” Marvel Studios’ “Guardians of the Galaxy”), Lee Pace (“The Book of Henry,” Marvel Studios’ “Guardians of the Galaxy”), Lashana Lynch (“Brotherhood,” “Fast Girls”), Gemma Chan (“Humans,” “Fantastic Beasts and Where to Find Them”), Algenis Perez Soto (“Sambá,” “Sugar”), Rune Temte (“Eddie the Eagle,” “The Last Kingdom”), McKenna Grace (“I, Tonya,” “Gifted”), with Clark Gregg (“Live by Night,” “Marvel’s The Avengers”), and Jude Law (“Spy,” “The Grand Budapest Hotel”).

The story follows Carol Danvers as she becomes one of the universe’s most powerful heroes when Earth is caught in the middle of a galactic war between two alien races. Set in the 1990s, “Captain Marvel” is an all-new adventure from a previously unseen period in the history of the Marvel Cinematic Universe.

Kevin Feige is the producer of Marvel Studios’ “Captain Marvel.” Louis D’Esposito, Victoria Alonso, Jonathan Schwartz, Patty Whitcher and Stan Lee are executive producers, with Lars Winther serving as co-producer/first assistant director and David Grant serving as co-producer.

Based on the Marvel comic character first appearing in 1968, “Captain Marvel” continues the lineage of epic big-screen adventures chronicled in “Iron Man,” “The Incredible Hulk,” “Iron Man 2,” “Thor,” “Captain America: The First Avenger,” “Marvel’s The Avengers,” “Iron Man 3,” “Thor: The Dark World,” “Captain America: The Winter Soldier,” “Guardians of the Galaxy,” “Avengers: Age of Ultron,” “Ant-Man,” “Captain America: Civil War,” “Doctor Strange,” “Guardians of the Galaxy Vol. 2,” “Spider-Man: Homecoming,” “Thor: Ragnarok” and, most recently, “Black Panther”.

IN CINEMAS 8 MARCH 2019.

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 *Subject to change

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DUMBO



Genre: Epic adventure
Release Date: 29 March 2019
DVD release date: August 2019
Studio: Walt Disney Studios
Genre: Live-action adventure
Cast: Colin Farrell, Michael Keaton, Danny DeVito, Eva Green, Alan Arkin, Finley Hobbins, Nico Parker.
Director: Tim Burton
Producers: Justin Springer, Ehren Kruger, Katterli Frauenfelder, Derek Frey
Screenplay by: Ehren Kruger
Executive Producer: Nigel Gostelow

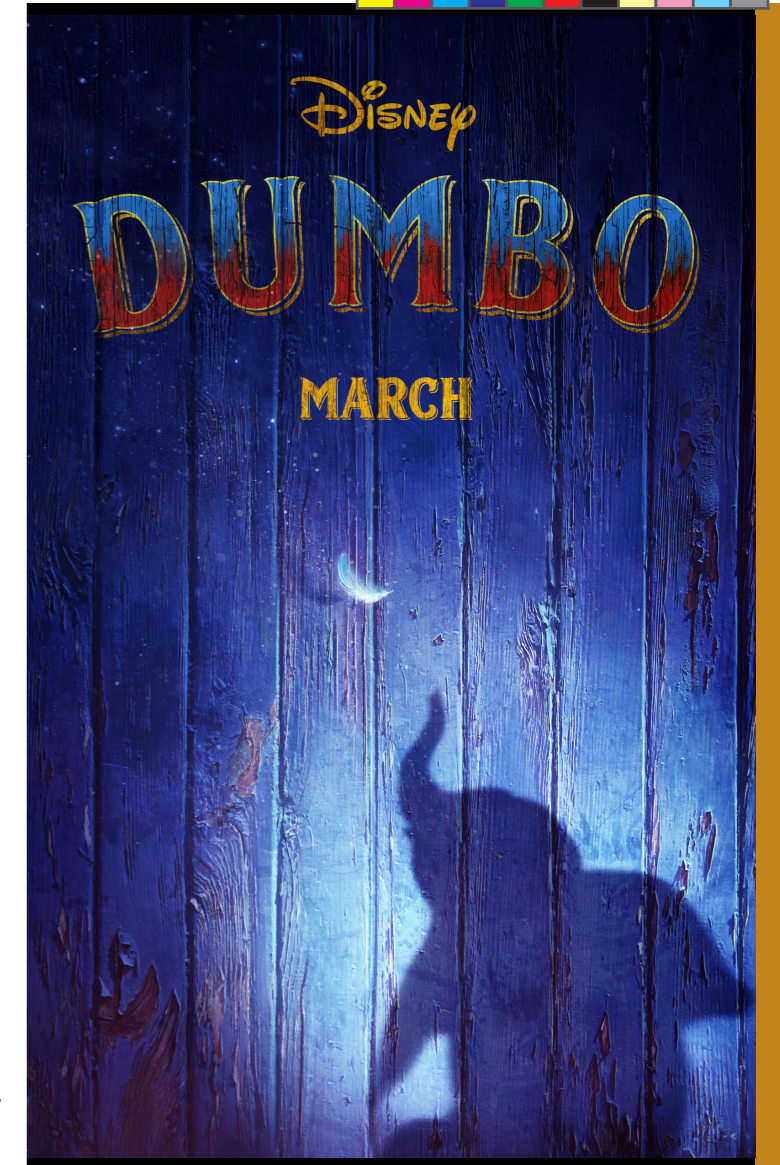
Synopsis

From Disney and visionary director Tim Burton, the all-new grand live-action adventure “Dumbo” expands on the beloved classic story where differences are celebrated, family is cherished and dreams take flight. Circus owner Max Medici (Danny DeVito) enlists former star Holt Farrier (Colin Farrell) and his children Milly (Nico Parker) and Joe (Finley Hobbins) to care for a newborn elephant whose oversized ears make him a laughingstock in an already struggling circus.

But when they discover that Dumbo can fly, the circus makes an incredible comeback, attracting persuasive entrepreneur V.A. Vandevere (Michael Keaton), who recruits the peculiar pachyderm for his newest, larger-than-life entertainment venture, Dreamland.

Dumbo soars to new heights alongside a charming and spectacular aerial artist, Colette Marchant (Eva Green), until Holt learns that beneath its shiny veneer, Dreamland is full of dark secrets.

IN CINEMAS 19 AUGUST 2018.



Untitled
AVENGERS

Disney
Aladdin

Disney · PIXAR
TOY
STORY
4

Disney
THE
LION KING

(Logo and artwork not final)



Artemis Fowl

(Artwork not final)

Disney
FROZEN
2

(Artwork not final)

STAR
WARS™
IX

(Artwork not final)





Commercial Channel Advertising & Sponsorship Opportunities

Disney Media Sales & Partnership team are the the integrated ad sales, promotions and marketing solutions arm of The Walt Disney Company Africa, offers spot advertising across Disney Channel, Disney XD and Disney Junior, in addition to the current sponsorship opportunities available on these channels.

This will ensure we give our advertising clients access to a much broader range of opportunities across the Disney Channels Multiplex, and we will be able to continue to invite and engage its audience with the highest quality original programming that kids and families expect from Disney in this highly competitive market.

Collectively, the Disney Multiplex (Disney Channel, Disney XD and Disney Junior) reaches over 13.2 million individuals every month and over 3.9 million every day, reaching over 80% of kids 4-14 in DStv homes in South Africa (April-June 2018), bringing together Disney's high-quality programming targeted to kids and families across the continent for advertising clients.

Source: DSTV-I / AdvantEdge. DSTV-I Homes..Reach based on 3+ mins continuous viewing



CHANNEL POSITIONING

#1 channel for pre-schoolers & their Mums.
Reaches over 950,000 kids 4-14 every day.
Core audience is Kids 2-7
and their Parents and Caregivers.
DStv, Channel 309
(2.3 million individuals 4+ on average each day)



TOP SHOWS	RANK
Goldie & Bear	1
Mickey and the Roadster Racers	2
Jake & the Never Land Pirates	3
Lion Guard	4
Claude	5

Data is based on Apr-June 2018



CHANNEL POSITIONING

Disney XD transports kids into worlds of hilarious, fun and awesome adventures. Laugh your head off and have fun with your mates. Push your limits and dare to be a hero.
Reaches 326,000 kids 4-14 every day.
Core audience is Boys 8-14.
DStv, Channel 304
(804,000 individuals 4+ on average each day)



TOP SHOWS	RANK
Kickin' It	1
The Suite Life of Zack & Cody	2
Supa Strikas	3
Disney 11	4
Mech x4	5



CHANNEL POSITIONING

With the warmth of a best friend, Disney families through imagination and optimism...
Reaches over 550,000 kids 4-14 every day.
Core audience is Girls 8-14.
DStv Channel 303
(1.4 million individuals 4+ on average each day)



TOP SHOWS	RANK
Raven's Home	1
Liv and Maddie	2
Jessie	3
Stuck in the Middle	4
K.C Undercover	5

DISNEY MULTIPLEX

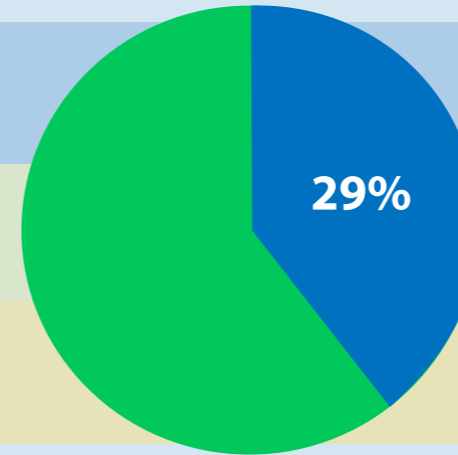
Just under a third of kids channel viewing went to the Disney MPX across April-May



The Disney MPX reaches 15 million individuals 4+ and 3 million mothers with children at home

DISNEY MULTIPLEX OPPORTUNITIES

SHARE OF VIEWING
Kids 4 – 14: April-June 18



- 1. Show sponsorship
- 2. Commercial spots

DStv Media Sales: Rate Card March 2018

- 3. Disney Channel

DStv 2 week package 118 Spots from R55 000 06h00 – 22h00



- Disney XD

DStv 2 week package 100 Spots from R35 000 06h00 – 22h00



- Disney Junior

DStv 2 week package 50 Spots from R55 000 06h00 – 20h00

- 4. Themed blocks
- 5. Festivals

Sponsorship Rate Card - Available on request



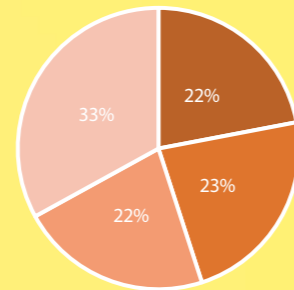
CHANNEL POSITIONING

Disney Junior brings to life magical story-telling that makes you feel something in your heart, featuring characters kids love deeply.

- Average daily reach of 950k kids
- Average daily reach 2.3 million 4+
- Core audience is Girls 8-14



GENDER SPLIT & AGE INDICES



- Boys 4-7
- Boys 8-14
- Girls 4-7
- Girls 8-14



TOP PROGRAMMES ON DISNEY JUNIOR

Rank	Programme Title	RTG# (Avg)	Count
1	Goldie & Bear	72.5	45
2	Mickey and the Roadster Racers	58.6	279
3	Jake & the Never Land Pirates	57.8	27
4	Lion Guard	54.9	310
5	Claude	54.1	10



© Disney
*Subject to change
Source: DSTV-1 / AdvantEdge. DSTV-1 Homes

MICKEY AND THE ROADSTER RACERS



Core Target

Kids 4 – 7

Synopsis

On your mark, get set, GO! Watch Mickey and his friends as they race along through brand new adventures. Mickey, Donald, Goofy, Minnie and Daisy prepare to compete with their transforming roadsters!

Find out what happens when Goofy becomes a spy, Minnie takes on a gorilla, Daisy tries fixing Big Ben and Mickey meets his favourite Racing Driver.

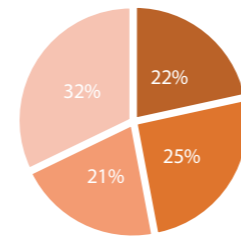
Highlights

- Average rating Q3 2018 = 58.6k K4-14 (279 broadcasts)
- RTG% Q3 2018 = 1.2% K4-14
- Reach Q3 2018 = 7.7m Ind4+
- Ratings Ranking: Mickey & the Roadster Racers is #3 top rated show across Q3 2018 with 4-14

Key Themes

- Adventure
- Friendship
- Racing

Audience Profile



- Boys 4-7
- Boys 8-14
- Girls 4-7
- Girls 8-14

Target

Boys 4-7	12.64	22%
Boys 8-14	14.9	25%
Girls 4-7	12.19	21%
Girls 8-14	18.83	32%
Kids 4-14	58.56	

Units RTG#(Avg)

© Disney
*Subject to change
Source: DSTV-1 / AdvantEdge. DSTV-1 Homes





The Walt Disney Company Africa

SOFIA THE FIRST

Core Target

Kids 4 – 7

Synopsis

Sofia the First is set in the storybook world of Enchancia and tells the story of Princess Sofia, an adventurous little girl who is learning how to adjust to royal life after her mom marries the king and she becomes a princess overnight. When Amber discovers Sofia's role as story keeper, she comes along on a mission to the Mystic Isles to help a former crystal being get her Terra Crystal back.

Classic Disney Princesses Ariel, Aurora, Belle and Jasmine will make special appearances in event episodes to offer Sofia words of wisdom – princess to princess.

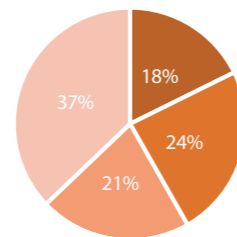
Highlights

- Average rating Q3 2018 = 52.4k K4-14 (355 broadcasts)
- RTG% Q3 2018 = 1.1% K4-14
- Reach Q3 2018 = 8.4m Ind4+

Key Themes

Little Gi Princess
Amulet of Avalor
Magical World
Animal Friends

Audience Profile



Boys 4-7
Boys 8-14
Girls 4-7
Girls 8-14

Target	Units	RTG#(Avg)
Boys 4-7	9.27	18%
Boys 8-14	12.61	24%
Girls 4-7	11.07	21%
Girls 8-14	19.45	37%
Kids 4-14	52.41	

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© Disney
*Subject to change
Source: DSTV-1 / AdvantEdge. DSTV-1 Homes



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PUPPY DOG PALS

Core Target

Kids 4 – 7

Synopsis

A "pugtastic" new animated series is coming to Disney Junior, with Puppy Dog Pals. Fun-loving pug puppies, brothers Bingo and Rolly, have thrill-seeking appetites that take them on exhilarating adventures in their neighbourhood and around the globe. Their motto is: life is more exciting with your best friend by your side! Along for their ride are their colourful animal pals, including Bob's cat Hissy and his loveable robot dog creation, A.R.F. Each episode features two 11-minute stories that illuminate Bingo and Rolly's similarities and differences while demonstrating positive lessons about friendship, problem solving, collaboration, creativity and adventure.

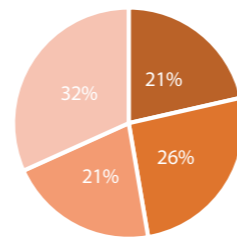
Highlights

- Average rating Q3 2018 = 39.5k K4-14 (369 broadcasts)
- RTG% Q3 2018 = 0.8% K4-14
- Reach Q3 2018 = 7.8m Ind4+

Key Themes

Adventure
Friendship

Audience Profile



Boys 4-7
Boys 8-14
Girls 4-7
Girls 8-14

Target	Units	RTG#(Avg)
Boys 4-7	8.48	21%
Boys 8-14	10.22	26%
Girls 4-7	8.28	21%
Girls 8-14	12.55	32%
Kids 4-14	39.5	

© Disney
*Subject to change
Source: DSTV-1 / AdvantEdge. DSTV-1 Homes

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The Walt Disney Company Africa

VAMPIRINA

Core Target

Kids 4 – 7

Synopsis

Vampirina is a Disney Junior show based on the Vampirina Ballerina series of books written by Anne Marie Pace and illustrated by LeUyen Pham. The story tells of a young vampire girl, who becomes the new kid in town when her family moves from Transylvania to Pennsylvania to open a local Scare bed and breakfast for visiting ghouls and goblins.

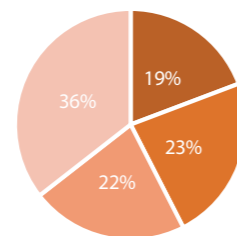
Highlights

- Average rating Q3 2018 = 52.4k K4-14 (366 broadcasts)
- RTG% Q3 2018 = 1.1% K4-14
- Reach Q3 2018 = 8.4m Ind4+

Key Themes

Adventure
Friendship

Audience Profile



Boys 4-7
Boys 8-14
Girls 4-7
Girls 8-14

Target	Units	RTG#(Avg)	
Boys 4-7	10.08	19%	
Boys 8-14	12.16	23%	
Girls 4-7	11.52	22%	
Girls 8-14	18.61	36%	
Kids 4-14	52.4		

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© Disney
*Subject to change
Source: DSTV-1 / AdvantEdge. DSTV-1 Homes



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THE LION GUARD

Core Target

Kids 4 – 7

Synopsis

An animated television movie and series that continues the story introduced 20 years ago in the acclaimed Disney animated film "The Lion King." "The Lion Guard" begins as Kion, the second-born cub of Simba and Nala, assumes the role of leader of the Lion Guard, a group of the bravest and brightest tasked with preserving the Pride Lands. Instead of assembling a team of young lions to serve with him, Kion challenges tradition by calling upon friends he believes are the best choices – Bunga, a fearless honey badger; Fuli, a confident cheetah; Beshte, a happy-go-lucky hippo; and Ono, an intellectual egret. Stories will include special appearances by Mufasa, Timon, Pumbaa, Rafiki, Zazu and Kion's older sister, Kiara, the future Queen of the Pride Lands

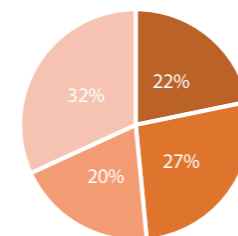
Highlights

- Average rating Q3 2018 = 54.9k K4-14 (310 broadcasts)
- RTG% Q3 2018 = 1.1% K4-14
- Reach Q3 2018 = 8.4m Ind4+
- #4 highest rated show with Kids 4-14 Q3 18

Key Themes

Adventure
Friendship

Audience Profile



Boys 4-7
Boys 8-14
Girls 4-7
Girls 8-14

Target	Units	RTG#(Avg)	
Boys 4-7	11.96	22%	
Boys 8-14	14.67	27%	
Girls 4-7	10.81	20%	
Girls 8-14	17.5	32%	
Kids 4-14	54.94		

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*Subject to change
Source: DSTV-1 / AdvantEdge. DSTV-1 Homes



www.disney.co.za





The Walt Disney Company Africa

PJ MASKS

Core Target

Kids 4 – 7

Synopsis

The PJ Masks is a show about heroism. Super-heroism. Only these superheroes are seven year old kids! Once the sun goes down they slip into their pyjamas (which are also their superhero costumes) activate their PJ Masks Wristbands, and their superhero adventures begin.

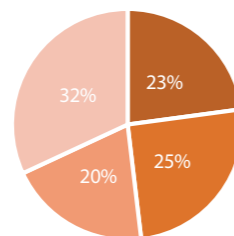
Highlights

- Average rating Q3 2018 = 31.6k Kids 4-14 (611 broadcasts)
- RTG% Q3 2018 = 0.6% K4-14
- Reach Q3 2018 = 8.7m Ind4+

Key Themes

Superheroes
Adventure

Audience Profile



Boys 4-7
Boys 8-14
Girls 4-7
Girls 8-14

Target	Units	RTG#(Avg)
Boys 4-7	7.22	23%
Boys 8-14	7.97	25%
Girls 4-7	6.3	20%
Girls 8-14	10.08	32%
Kids 4-14	31.6	

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*Subject to change

Source: DSTV-1 / AdvantEdge. DSTV-1 Homes

www.disney.co.za



The Walt Disney Company Africa

DOC MCSTUFFINS: TOY HOSPITAL

Core Target

Kids 4 – 7

Synopsis

The doctor is in... An imaginative animated series about six-year-old Dottie "Doc" McStuffins, who communicates with and heals stuffed animals and toys out of her backyard clinic.

In the Baby McStuffins episodes see the McStuffins family prepare for their new arrival. And Season 4 brings more new adventures with all your favourite characters.

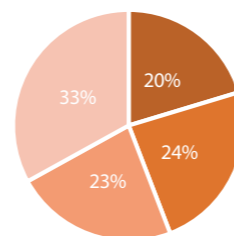
Highlights

- Average rating Q3 2018 = 49.1k Kids 4-14 (160 broadcasts)
- RTG% Q3 2018 = 0.5% K4-14
- Reach Q3 2018 = 5.9m Ind4+

Key Themes

Aspirational Doctor play
Nurture
Toys coming to life

Audience Profile



Boys 4-7
Boys 8-14
Girls 4-7
Girls 8-14

Target	Units	RTG#(Avg)
Boys 4-7	9.98	20%
Boys 8-14	11.69	24%
Girls 4-7	11.2	23%
Girls 8-14	16.21	33%
Kids 4-14	49.1	

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*Subject to change

Source: DSTV-1 / AdvantEdge. DSTV-1 Homes



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The Walt Disney Company Africa

TRULLI TALES

Core Target

Kids 4 – 7

Synopsis

Trulli Tales tells the adventures of four little characters who attend cookery classes at the famous school of magic and cooking in Trulliland. However, before they can become great Wizard Chefs, Ring, Zip, Stella and Sun must first learn to use their cookery skills as well as their magic powers.

The magic recipes can be found in a very special book – Trulli Grandma's magic cookbook – which is in danger of disappearing forever, along with its powerful recipes, thanks to the scheming Copperpot.

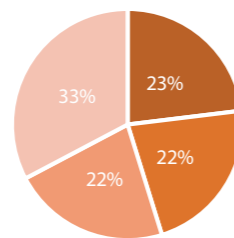
Highlights

- Average rating Q3 2018 = 20.2k Kids 4-14 (433 broadcasts)
- RTG% Q3 2018 = 0.4% K4-14
- Reach Q3 2018 = 6.4m Ind4+

Key Themes

Friendship
Adventure
Fantasy

Audience Profile



Boys 4-7
Boys 8-14
Girls 4-7
Girls 8-14

Target

	Units	RTG#(Avg)	
Boys 4-7	4.66	23%	
Boys 8-14	4.47	22%	
Girls 4-7	4.46	22%	
Girls 8-14	6.61	33%	
Kids 4-14	20.2		

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*Subject to change

Source: DSTV-1 / AdvantEdge, DSTV-1 Homes

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The Walt Disney Company Africa

PAPRIKA

Core Target

Kids 4 – 7

Synopsis

Olivia and Stan are about as close as a brother and sister can get because...they're twins! Stan is a brave little daredevil who puts faith in his instinct and his motorized wheelchair. Olivia is creative, efficient and brainy.

When the Paprika twins team up together, no hurdle's too high! They take everyday life and turn it into a wonderful, colourful and zany adventure!

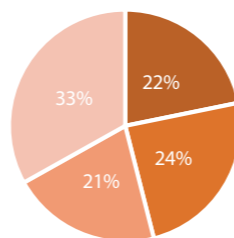
Highlights

- Average rating Oct (1st-21st) 2018 = 53.9k Kids 4-14 (74 broadcasts)
- RTG% Oct 2018 = 1.0% K4-14
- Reach Oct 18 (1st-21st) = 4.3m Ind4+

Key Themes

Adventure
Family
Friendship

Audience Profile



Boys 4-7
Boys 8-14
Girls 4-7
Girls 8-14

Target

	Units	RTG#(Avg)	
Boys 4-7	11.8	22%	
Boys 8-14	13.1	24%	
Girls 4-7	11.2	21%	
Girls 8-14	17.9	33%	
Kids 4-14	53.9		

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*Subject to change

Source: DSTV-1 / AdvantEdge, DSTV-1 Homes

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The Walt Disney Company Africa

MISSION FORCE ONE

Core Target

Kids 4 – 7

Synopsis

Mission Force One is a team of kids and their robot-pets led by Miles Callisto, who appear in the Disney Junior animated series, Miles from Tomorrow. Formed by Commander Copernicus, head of the TTA, Mission Force One is to connect and protect the Tomorrowland Transit Authority against a new force, Commander Nemex of the Nemesystems, who wishes to conquer the universe. Mission Force One uses STEAM (Science, Technology, Engineering, Arts, and Math) to complete their missions. They travel on the starship Zenith, which is captained by Miles.

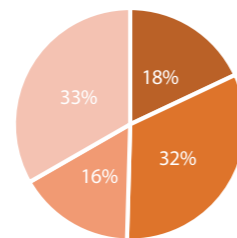
Highlights

- Average rating Q3 2018 = 23.7k Kids 4-14 (26 broadcasts)
- RTG% Q3 2018 = 0.5% K4-14
- Reach Q3 2018 = 1.0m Ind4+

Key Themes

Friendship
Adventure
Science

Audience Profile



Boys 4-7
Boys 8-14
Girls 4-7
Girls 8-14

Target	Units	RTG#(Avg)
Boys 4-7	4.27	18%
Boys 8-14	7.7	32%
Girls 4-7	3.86	16%
Girls 8-14	7.9	33%
Kids 4-14	23.7	

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*Subject to change

Source: DSTV-1 / AdvantEdge. DSTV-1 Homes

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MUPPET BABIES

Core Target

Kids 4 – 7

Synopsis

Kermit the Frog, Miss Piggy, Fozzie Bear and all the rest of the Muppets are back as toddlers! Each episode of the new Muppet Babies will feature two 11-minute stories in which the characters use their imagination to “take them to the farthest corners of the universe.”

Highlights

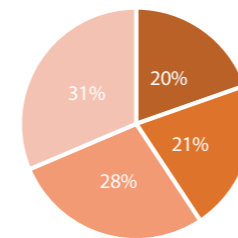
- Average rating Aug-Sept 2018 = 27.9k Kids 4-14 (89 broadcasts)
- RTG% Aug-Sept 2018 = 0.6% K4-14
- Reach Aug-Sept 2018 = 3.6m Ind4+

Key Themes

Friendship
Humour

NEW

Audience Profile



Boys 4-7
Boys 8-14
Girls 4-7
Girls 8-14

Target	Units	RTG#(Avg)
Boys 4-7	5.5	20%
Boys 8-14	5.9	21%
Girls 4-7	7.8	28%
Girls 8-14	8.8	31%
Kids 4-14	27.9	

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*Subject to change

Source: DSTV-1 / AdvantEdge. DSTV-1 Homes

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The Walt Disney Company Africa

ELENA OF AVALOR

Core Target

Kids 8-14

Synopsis

After being trapped in Princess Sofia's amulet for decades, Sofia rescues Elena so she can return to rule the Kingdom of Avalor. At 16 years old, Elena will have to rule Avalor as "Crown Princess" until her official coronation at the age of 20.

Throughout the series, Elena will experience amazing adventures. She does not shy away from danger - she does what needs to be done to protect Avalor.

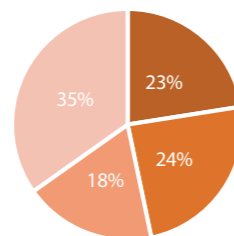
Highlights

- Average rating Q2* 2018 = 44k Kids 4-14 (28 broadcasts)
- RTG% Q2 2018 = 0.9% K4-14
- Reach Q2 2018 = 2.6m Ind4+

Key Themes

Adventure
Inspirational
Magic

Audience Profile



Boys 4-7
Boys 8-14
Girls 4-7
Girls 8-14

Target	Units	RTG#(Avg)
Boys 4-7	9.91	23%
Boys 8-14	10.65	24%
Girls 4-7	8.14	18%
Girls 8-14	15.32	35%
Kids 4-14	44.02	

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*Subject to change

Source: DSTV-1 / AdvantEdge. DSTV-1 Homes

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CLAUDE

Core Target

Kids 4 - 7

Synopsis

Claude is a very helpful dog who wears smart shoes, a dashing jumper and a nifty beret. He lives at 112 Waggy Avenue with Mr & Mrs Shinyshoes, and his best pal in the whole world - Sir Bobblysock (who is both a sock and quite bobbly).

Every day, Claude and Sir Bobblysock head off to Pawhaven for an adventure. If someone is needed to save the day or help a friend Claude is the dog to do it - I CAN DO THAT - and so begins a madcap series of events. Claude might not always get it right, but he certainly has a lot of fun trying!

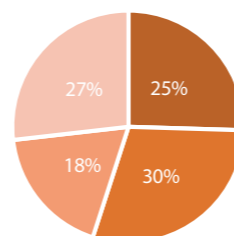
Highlights

- Average rating Q3 2018 = 54.1k Kids 4-14 (10 broadcasts)
- RTG% Q3 2018 = 1.1% K4-14
- Reach Q3 2018 = 1.3m Ind4+
- #5 highest rated series with Kids 4-14

Key Themes

Adventure
Friendship

Audience Profile



Boys 4-7
Boys 8-14
Girls 4-7
Girls 8-14

Target	Units	RTG#(Avg)
Boys 4-7	13.78	25%
Boys 8-14	15.96	30%
Girls 4-7	9.85	18%
Girls 8-14	14.5	27%
Kids 4-14	54.1	

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Source: DSTV-1 / AdvantEdge. DSTV-1 Homes

CLAUDE





The Walt Disney Company Africa

GOLDIE & BEAR

Core Target

Kids 8-14

Synopsis

A fairy tale-inspired adventure series for pre-schoolers, which follows the fairytale adventures of newfound friends Goldie and Bear, following the renowned porridge incident of "Goldilocks and The Three Bears".

Highlights

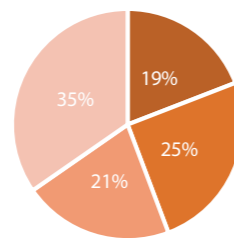
- Average rating Q3 2018 = 72.5k Kids 4-14 (45 broadcasts)
- RTG% Q3 2018 = 1.5% K4-14
- Reach Q3 2018 = 3.4m Ind4+
- #1 highest rated series with Kid 4-14



Key Themes

Friendship
Adventure
Fairy Tales
Family

Audience Profile



Boys 4-7
Boys 8-14
Girls 4-7
Girls 8-14

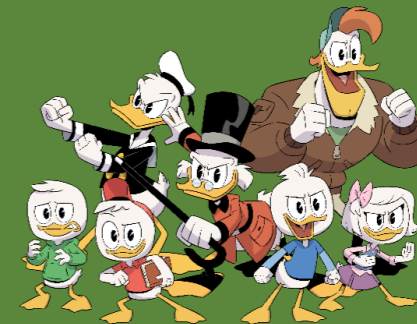
Target	Units	RTG#(Avg)
Boys 4-7	13.86	19%
Boys 8-14	18.22	25%
Girls 4-7	15.29	21%
Girls 8-14	25.12	35%
Kids 4-14	72.5	

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*Subject to change

Source: DSTV-1 / AdvantEdge, DSTV-1 Homes



www.disney.co.za

CHANNEL POSITIONING

Disney XD transports kids into worlds of hilarious, outrageous fun and awesome, inspiring adventures. DStv, Channel 304.

BRAND PROMISES

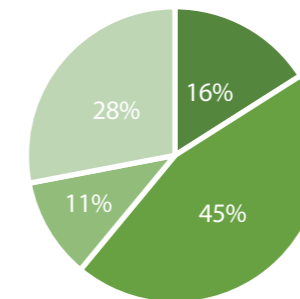
Laugh your head off, fun with your mates, push your limits, dare to be a hero.

- Average daily reach of 326,000 kids
- Average daily reach 804k 4+
- Core audience is Boys 8-14

TOP PROGRAMMES ON DISNEY XD

Rank	Programme Title	RTG# (Avg)	Count
1	Kickin' It	21.5	40
2	The Suite Life of Zack & Cody	19.9	15
3	Supa Strikas	18.6	155
4	Disney 11	15.1	20
5	Mech x4	15.1	182

GENDER SPLIT & AGE INDICES



Boys 4-7
Boys 8-14
Girls 4-7
Girls 8-14

Boys 4-7 16%
Boys 8-14 45%
Girls 4-7 11%
Girls 8-14 28%

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*Subject to change

Source: DSTV-1 / AdvantEdge, DSTV-1 Homes



The Walt Disney Company Africa

www.disney.co.za

DUCKTALES

Core Target

Boys and Girls 6 - 9

Synopsis

The all-new "DuckTales," an animated comedy series based on the Emmy Award-winning series treasured by a generation of viewers, is airing on Disney XD. The new series will again star Disney's enduringly popular characters: Scrooge McDuck, his grandnephews Huey, Dewey and Louie, and Donald Duck.

The new series' adventures will once again take viewers along as Scrooge McDuck, his curious and mischief-making grandnephews — Huey, Dewey and Louie — and the optimistic yet temperamental Donald Duck embark on high-flying adventures worldwide.

Other beloved characters slated to be in the new stories are: Duckworth, Gyro Gearloose, Launchpad McQuack, Flintheart Glomgold, Magica DeSpell & Poe, Ma Beagle and the Beagle Boys (Burger Beagle, Bouncer Beagle), Mrs. Beakley and Webbigail Vanderquack.

Highlights

Average rating Q3 2018 = 11k Kids 4-14 (262 broadcasts)

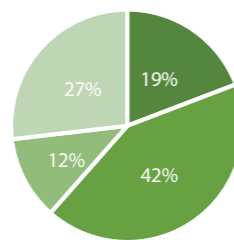
RTG% Q3 2018 = 0.2% K4-14

Reach Q3 2018 = 2.8 m Ind4+

Key Themes

Friendship
Humour

Audience Profile



Boys 4-7
Boys 8-14
Girls 4-7
Girls 8-14

Target

	Units	RTG#(Avg)
Boys 4-7	2.11	19%
Boys 8-14	4.65	42%
Girls 4-7	1.28	12%
Girls 8-14	2.95	27%
Kids 4-14	11.0	

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*Subject to change

Source: DSTV-1 / AdvantEdge, DSTV-1 Homes

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The Walt Disney Company Africa

www.disney.co.za

BIG HERO 6: THE SERIES

Core Target

Boys 6 - 14

Synopsis

The series follows the events of the feature film Big Hero 6 and continues the adventures of 14-year-old tech genius Hiro Hamada and the compassionate, cutting-edge robot Baymax created by his late brother Tadashi. Along with his friends Wasabi, Honey Lemon, Go Go and Fred, they form the superhero team Big Hero 6 and embark on high-tech adventures as they protect their city from an array of scientifically enhanced villains.

Hiro also faces academic challenges and social trials as the new prodigy at San Fransokyo Institute of Technology (SFIT).

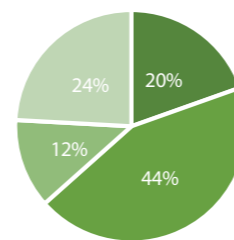
Highlights

- Average rating Q3 2018 = 14.5k Kids 4-14 (174 broadcasts)
- RTG% Q3 2018 = 0.3% K4-14
- Reach Q3 2018 = 2.4 m Ind4+

Key Themes

Adventure
Friendship
Superheroes

Audience Profile



Boys 4-7
Boys 8-14
Girls 4-7
Girls 8-14

Target

	Units	RTG#(Avg)
Boys 4-7	2.83	20%
Boys 8-14	6.34	44%
Girls 4-7	1.8	12%
Girls 8-14	3.49	24%
Kids 4-14	14.5	

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*Subject to change

Source: DSTV-1 / AdvantEdge, DSTV-1 Homes

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MARVEL SPIDER-MAN



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The **WALT DISNEY** Company Africa

SPIDER-MAN

Core Target

Boys and Girls 7 - 14

Synopsis

After being bitten by a genetically-modified spider, Peter Parker works to control his new abilities and fights crime as Spider-Man. Along the way Peter has to learn how balance life in school while protecting his city from villainous treats from The Vulture, Doctor Octopus and Jackal.

Highlights

- Average rating Q3 2018 = 8.8k Kids 4-14 (213 broadcasts)
- RTG% Q3 2018 = 0.2% K4-14
- Reach Q3 2018 = 2.0m Ind4+

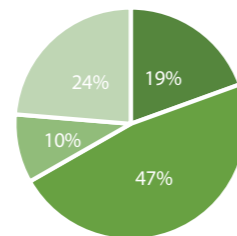


www.disney.co.za

Key Themes

- Comedy
- Action
- Adventure

Audience Profile



44

Target

Boys 4-7
Boys 8-14
Girls 4-7
Girls 8-14
Kids 4-14

Units RTG#(Avg)

1.71 19%
4.15 47%
0.84 10%
2.08 24%
8.8

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*Subject to change

Source: DSTV-1 / AdvantEdge. DSTV-1 Homes

The **WALT DISNEY** Company Africa

STAR VS THE FORCES OF EVIL

Core Target

Boys and Girls 6 - 9

Synopsis

When Star discovers her family history is linked to the use of dark magic, she must confront Ludo and his corrupted magic wand to save Marco, her family, and the kingdom of Mewn!

Highlights

- Average rating Q3 2018 = 5.8k Kids 4-14 (96 broadcasts)
- RTG% Q3 2018 = 0.1% K4-14
- Reach Q3 2018 = 970k Ind4+

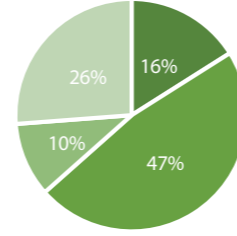


www.disney.co.za

Key Themes

- Adventure
- Friendship
- Superheroes

Audience Profile



45

Target

Boys 4-7
Boys 8-14
Girls 4-7
Girls 8-14
Kids 4-14

Units RTG#(Avg)

0.93 16%
2.75 47%
0.6 10%
1.52 26%
5.8

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*Subject to change

Source: DSTV-1 / AdvantEdge. DSTV-1 Homes





CHANNEL POSITIONING

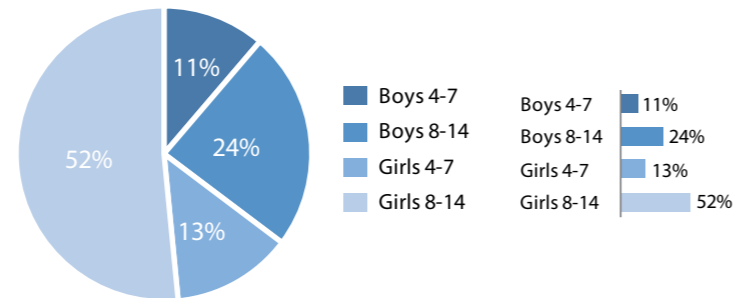
With the warmth of a best friend, Disney Channel taps into the world of kids and families through imagination and optimism... every day. DStv, Channel 303.

- Average daily reach of 550,000 kids
- Average Daily 1.4m individuals 4+
- Girl skewed but boy inclusive
- Core audience is Girls 8-14

TOP PROGRAMMES ON DISNEY CHANNEL

Rank	Programme Title	RTG# (Avg)	Count
1	Raven's Home	52.7	181
2	Liv and Maddie	40.2	215
3	Jessie	36.7	71
4	Stuck in the Middle	35.9	270
5	K.C Undercover	35.6	394

GENDER SPLIT & AGE INDICES



LAUNCHED PERMANENTLY
ON COMPACT FROM
1ST DECEMBER 2017



**NOW ON
DStv COMPACT**



The Compact launch to date
has seen ratings increase
+400%
on the prior 3 months

**#4
Kids Channel
in the market**

Disney Channel
reached 7.2 million
individuals 4+
April-June





The Walt Disney Company Africa

RAVEN'S HOME



Core Target

Kids 6 - 14

Synopsis

Best Friends Raven and Chelsea are now divorced single mothers raising their two separate families in one chaotic, but fun household full of friends. Their house is turned upside down when they realize one of Raven's children, Booker, has inherited the same psychic trait of seeing into the future as his mother. The already hectic household gets turned upside down, keeping even Raven on her toes.

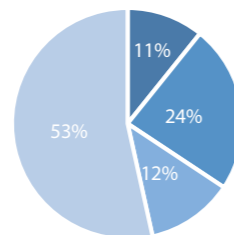
Highlights

- Raven's Home ranks the #1 series with Inds 4+, Girls 4-14 and Boys 4-14 (as well as Boys 4-7, Boys 8-14, Girls 4-7, Girls 8-14)
- Average rating Q3 2018 = 52.7k Kids 4-14 (181 broadcasts)
- RTG% Q3 2018 = 1.1% K4-14
- Reach Q3 2018 = 3.9m Ind4+

Key Themes

Comedy
Adventure
Family

Audience Profile



Target	Units	RTG#(Avg)	Percentage
Boys 4-7	5.68		11%
Boys 8-14	12.4		24%
Girls 4-7	6.44		12%
Girls 8-14	28.18		53%
Kids 4-14	52.7		

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*Subject to change

Source: DSTV-1 / AdvantEdge. DSTV-1 Homes

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The Walt Disney Company Africa

K.C. UNDERCOVER



Core Target

Boys and Girls 7 - 14

Synopsis

Zendaya stars as K.C. Cooper, a high school math whiz and karate black-belt who learns that her parents are spies when they recruit her to join them in the secret government agency, The Organization. While she now has the latest spy gadgets at her disposal, K.C. has a lot to learn about being a spy, including keeping her new gig a secret from her best friend Marisa. Together, K.C. and her parents, Craig and Kira, and her younger siblings, Ernie and Judy (a humanoid robot), try to balance everyday family life while on undercover missions, near and far, to save the world.

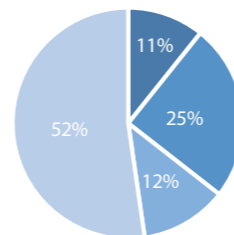
Highlights

- Ratings Ranking = #4 top programme with K4-14
- Average rating Q3 2018 = 35.6k Kids 4-14 (394 broadcasts)
- RTG% Q3 2018 = 0.7% K4-14
- Reach Q3 2018 = 4.6m Ind4+

Key Themes

Comedy
Adventure
Family

Audience Profile



Target	Units	RTG#(Avg)	Percentage
Boys 4-7	3.82		11%
Boys 8-14	8.82		25%
Girls 4-7	4.33		12%
Girls 8-14	18.59		52%
Kids 4-14	35.6		

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*Subject to change

Source: DSTV-1 / AdvantEdge. DSTV-1 Homes

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Disney LIV AND MADDIE



The Walt Disney Company Africa

LIV AND MADDIE

www.disney.co.za



Core Target

Kids 6 - 14

Synopsis

The sitcom introduces identical twins Liv, a popular television star whose hit show has just finished its run, and Maddie, an outstanding student and school basketball phenomenon whose popularity is on the rise... that is until Liv makes a triumphant return to their Wisconsin high school. Complicating their teenage life even more is that their parents both work at their school. This season answers the 'will they, won't they' between Maddie and Diggie, and Liv lands a role in new TV show 'Voltage'.

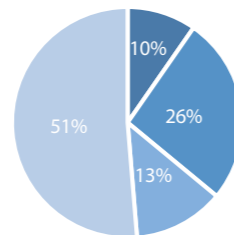
Highlights

- Liv and Maddie ranks the #2 series with Kids 4-14
- Average rating Q3 2018 = 40.2k Kids 4-14 (215 broadcasts)
- RTG% Q3 2018 = 0.8% K4-14
- Reach Q3 2018 = 3.3m Ind4+

Key Themes

Friendship
Family
Comedy

Audience Profile



Boys 4-7
Boys 8-14
Girls 4-7
Girls 8-14

Target	Units	RTG#(Avg)
Boys 4-7	3.89	10%
Boys 8-14	10.58	26%
Girls 4-7	5.11	13%
Girls 8-14	20.63	51%
Kids 4-14	40.2	

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*Subject to change

Source: DSTV-1 / AdvantEdge, DSTV-1 Homes

The Walt Disney Company Africa

TANGLED: THE SERIES

www.disney.co.za



Core Target

Kids 6 - 14

Synopsis

Set between the stories told in Walt Disney Animation Studios' acclaimed film "Tangled" and its short film "Tangled Ever After," this visually vibrant animated adventure/ comedy series unfolds as Rapunzel acquaints herself with her parents, her kingdom and the people of Corona.

Her irrepressible spirit and natural curiosity about the world lead her to realize that there is so much more she needs to learn before she can accept her royal destiny. So, she boldly puts her coronation on hold to instead seek epic adventures.

Accompanying Rapunzel on her journey are Eugene (FKA Flynn Rider); her loyal chameleon sidekick, Pascal; her no-nonsense, dutiful horse, Maximus; the Snuggly Duckling Pub Thugs; and newcomer Cassandra, a tough-as-nails lady-in-waiting who becomes Rapunzel's confidante.

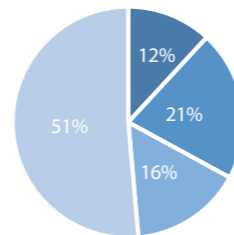
Highlights

- Average rating Q3 2018 = 22.7 k Kids 4-14 (285 broadcasts)
- RTG% Q3 2018 = 0.5% K4-14
- Reach Q3 2018 = 3.7m Ind4+

Key Themes

Fantasy
Comedy
Adventure

Audience Profile



Boys 4-7
Boys 8-14
Girls 4-7
Girls 8-14

Target	Units	RTG#(Avg)
Boys 4-7	2.7	12%
Boys 8-14	4.79	21%
Girls 4-7	3.56	16%
Girls 8-14	11.69	51%
Kids 4-14	22.74	

53

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*Subject to change

Source: DSTV-1 / AdvantEdge, DSTV-1 Homes





The Walt Disney Company Africa

www.disney.co.za

HOTEL TRANSYLVANIA: THE SERIES



Core Target

Kids 6 - 12

Synopsis

Hotel Transylvania takes place before the film, focusing on the teenage years of Mavis and her friends at the Hotel Transylvania. Mavis navigates life without her dad, Dracula, around and discovers one of the few common human and monster truths: being a teenager bites. The series follows Mavis & her friends as they have fun adventures at the Hotel Transylvania.

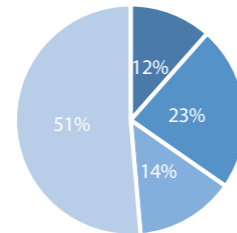
Highlights

- Average rating Q3 2018 = 23.2k Kids 4-14 (272 broadcasts)
- RTG% Q3 2018 = 0.5% K4-14
- Reach Q3 2018 = 3.6m Ind4+

Key Themes

Comedy
Adventure
Family

Audience Profile



Boys 4-7
Boys 8-14
Girls 4-7
Girls 8-14

Target	Units	RTG#(Avg)	
Boys 4-7	2.67	12%	
Boys 8-14	5.36	23%	
Girls 4-7	3.23	14%	
Girls 8-14	11.9	51%	
Kids 4-14	23.16		

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*Subject to change

Source: DSTV-1 / AdvantEdge, DSTV-1 Homes

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BUNK'D



Core Target

Kids 6 - 14

Synopsis

The show follows siblings Emma, Ravi, and Zuri Ross as they leave their extravagant New York City penthouse and head off to Camp Kikiwaka, a rustic summer camp in Maine where their parents met as teenagers.

Emma is learning to trust her instincts while Ravi continues to be the family's voice of reason, and Zuri, the baby of the family, outsmarts and outwits everyone in her company.

The Ross kids must band together to overcome trials and tribulations, relying on their instincts and one another for support.

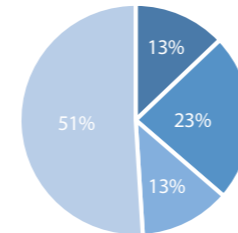
Highlights

- Average rating Q3 2018 = 27.3k Kids 4-14 (258 broadcasts)
- RTG% Q3 2018 = 0.6% K4-14
- Reach Q3 2018 = 3.4m Ind4+

Key Themes

Comedy
Adventure
Friendship

Audience Profile



Boys 4-7
Boys 8-14
Girls 4-7
Girls 8-14

Target	Units	RTG#(Avg)	
Boys 4-7	3.52	13%	
Boys 8-14	6.39	23%	
Girls 4-7	3.46	13%	
Girls 8-14	13.91	51%	
Kids 4-14	27.28		

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*Subject to change

Source: DSTV-1 / AdvantEdge, DSTV-1 Homes

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The **Walt Disney** Company Africa

STUCK IN THE MIDDLE



www.disney.co.za

Core Target

Kids 6 - 14

Synopsis

Inventor, experimenter, mediator and persuader Harley Diaz manoeuvres her way through the bustle that comes with being part of her happy family of nine, from the unique vantage point of being a tween middle child.

The heartfelt and comedic stories of a big family find Harley devising creative ways to cope with – and stand out – in her family's busy suburban Massachusetts house- hold.

The Diaz parents, Suzy and Tom, also have six other kids: Rachel the somewhat self-involved eldest; Georgie, a motivational athlete; Ethan, Harley's closest ally; invincible and indestructible twins Lewie and "Beast," and the strong-willed "baby" of the family, Daphne.

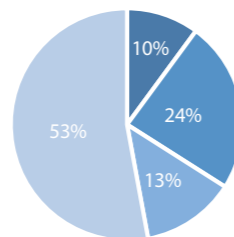
Highlights

- Ratings Ranking = #5 series with K4-14
- Average rating Q3 2018 = 35.9k Kids 4-14 (270 broadcasts)
- RTG% Q3 2018 = 0.7% K4-14
- Reach Q3 2018 = 3.8m Ind4+

Key Themes

Comedy
Family
Invention

Audience Profile



Boys 4-7
Boys 8-14
Girls 4-7
Girls 8-14

Target	Units	RTG#(Avg)	
Boys 4-7	3.62	10%	
Boys 8-14	8.57	24%	
Girls 4-7	4.69	13%	
Girls 8-14	18.97	53%	
Kids 4-14	35.9		

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*Subject to change

Source: DSTV+ / AdvantEdge. DSTV+ Homes

The **Walt Disney** Company Africa

MIRACULOUS TALES OF LADYBUG & CAT NOIR



www.disney.co.za

Core Target

Kids 6 - 14

Synopsis

Mariette and Adrien are two junior high students, each chosen to save Paris from the Akumas, evil creatures responsible for turning normal citizens into an army of super-baddies.

With the help of their magical creatures the Kwami, these two school kids each transform into an army Miraculous Ladybug, and Cat Noir, crime-fighting superheroes who have thrilling adventures throughout the streets and rooftops of Paris unaware of each others' true secret identities.

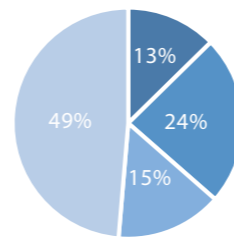
Highlights

- Average rating Q3 2018 = 22.3 k Kids 4-14 (556 broadcasts)
- RTG% Q3 2018 = 0.5% K4-14
- Reach Q3 2018 = 4.5m Ind4+

Key Themes

Heroes & Villains
Action Adventure
Love

Audience Profile



Boys 4-7
Boys 8-14
Girls 4-7
Girls 8-14

Target	Units	RTG#(Avg)	
Boys 4-7	2.82	13%	
Boys 8-14	5.3	24%	
Girls 4-7	3.32	15%	
Girls 8-14	10.84	49%	
Kids 4-14	22.28		

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*Subject to change

Source: DSTV+ / AdvantEdge. DSTV+ Homes





The Walt Disney Company Africa

101 DALMATIAN STREET

Core Target

Kids 6 - 14

Synopsis

101 Dalmatian Street is inspired by Dodie Smith's 1956 novel and Walt Disney's 1961 One Hundred and One Dalmatians. But it has been updated and moved to contemporary London.

It depicts the adventures of eldest Dalmatian siblings Dylan and Dolly, parents Doug and Delilah, and ninety-seven younger puppies, all with names beginning with "D", who live all by themselves at 101 Dalmatian Street.

Release Date

- TBC

NEW



www.disney.co.za

Key Themes

- Comedy
- Family
- Friendship

The Walt Disney Company Africa

BIZAARDVARK

Core Target

Kids 6 - 14

Synopsis

Best friends Paige and Frankie take the video blogging world by storm with their quirky online comedy channel "Bizaardvark."

Upon hitting 10,000 subscribers, these besties are invited to produce their videos at the influential Vuuugle Studios. In this cool environment – and with the help of longtime friend and 12-year-old agent Bernie, plus fellow Vuuugle stars Dirk and Amelia – these best friends embark on comedic adventures in their quest to rule the blogosphere.

Highlights

- Average rating Q3 2018 = 33.9 k Kids 4-14 (211 broadcasts)
- RTG% Q3 2018 = 0.6% K4-14
- Reach Q3 2018 = 3.6m Ind4+

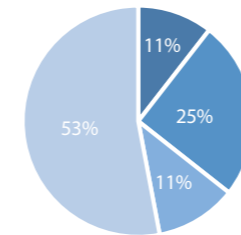


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Key Themes

- Music
- Adventure
- Comedy
- Friends

Audience Profile

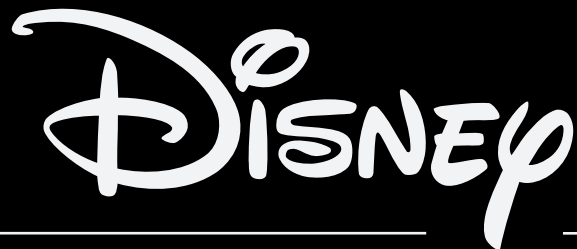


- Boys 4-7
- Boys 8-14
- Girls 4-7
- Girls 8-14

Target
Boys 4-7
Boys 8-14
Girls 4-7
Girls 8-14
Kids 4-14

Units RTG#(Avg)	Percentage
Boys 4-7	11%
Boys 8-14	25%
Girls 4-7	11%
Girls 8-14	53%
Kids 4-14	33.9






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