



The *WALT DISNEY* Company Africa

Iconic Brands... Infinite Opportunities...

Disney Media and Promotional Overview



Disney · PIXAR





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 – hot on the heels of the theatrical successes of Marvel Studios' *Black Panther* and *Avengers: Infinity War* and following 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 1 August 2018, advertising sales for the Disney Channels Multiplex (Disney Channel, Disney Junior and Disney XD) will be brought in house and 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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BABY



YOUNG BOYS



YOUNG GIRLS



OLDER BOYS



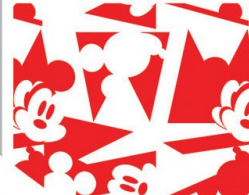
OLDER GIRLS



ADULT



A JOURNEY THROUGH LIFE WITH DISNEY



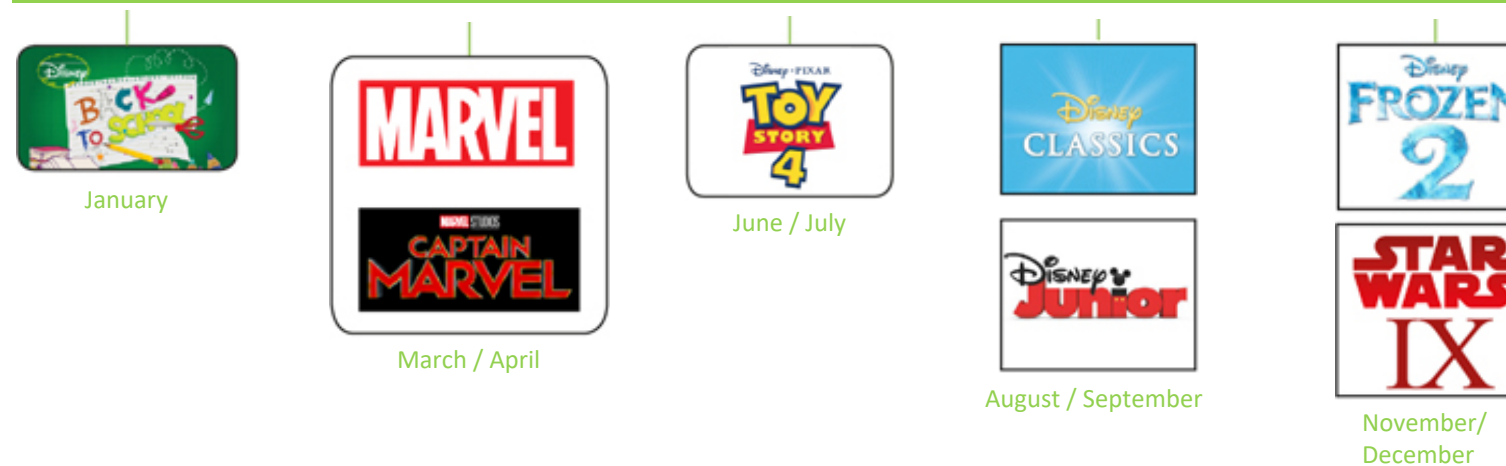


National Retail Promotional Calendar 2018-19

2018



2019





Theatrical Release Calendar 2018

2018



27 April



4 May



25 May



15 June



6 July

2018



3 August



2 November



30 November

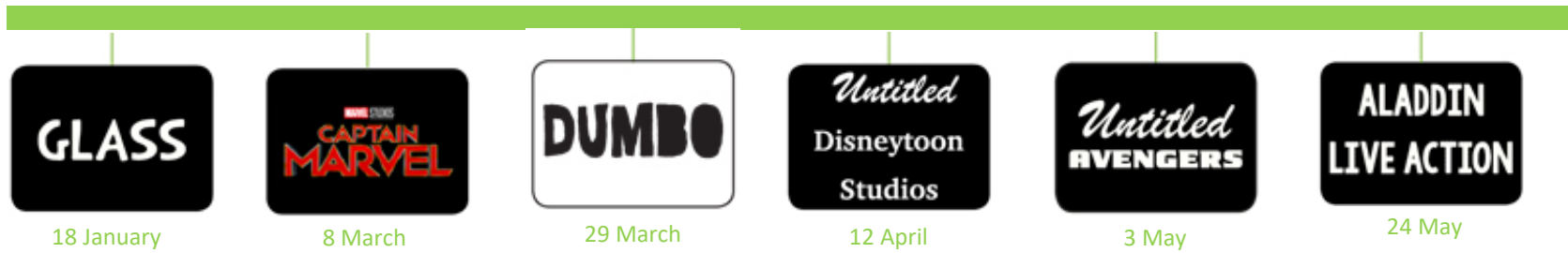


28 November



Theatrical Release Calendar 2019

2019



2019



Theatrical Release Calendar 2018 & 2019



2018



27 April



4 May



25 May



15 June



6 July



3 August



2 November



30 November



28 November

2019



18 January



8 March



29 March



12 April



3 May



24 May



21 June



19 July



9 August



29 November



13 December



20 December

DVD Release Calendar 2018



2018



23 April



25 June



6 August



27 August



24 September



5 November



19 November



26 November

DVD Release Calendar 2019



2019



25 February



25 March



22 April



1 July



26 August



26 August



23 September



21 October



25 November



17 December

DVD Release Calendar 2018 & 2019



2018



23 April



25 June



6 August



27 August



24 September



5 November



19 November



26 November

2019



25 February



25 March



22 April



1 July



26 August



26 August



23 September



21 October



25 November



17 December

DVD Release Calendar 2018 & 2019

2018



2019



Theatrical Release Calendar 2018 & 2019

2018



2019



The Walt Disney Company Africa



AVENGERS: INFINITY WAR

Genre: Action-Adventure TBC
Rating: TBC
Release date: April 27, 2018
Running Time: 149 min.
Directors: Anthony and Joe Russo
Producer: Kevin Feige
Executive Producers: Louis D'Esposito, Victoria Alonso, Michael Grillo, Trinh Tran, Jon Favreau, James Gunn, Stan Lee
Screenplay by: Christopher Markus & Stephen McFeely

Synopsis

An unprecedented cinematic journey ten years in the making and spanning the entire Marvel Cinematic Universe, Marvel Studios' "Avengers: Infinity War" brings to the screen the ultimate, deadliest showdown of all time. The Avengers and their Super Hero allies must be willing to sacrifice all in an attempt to defeat the powerful Thanos before his blitz of devastation and ruin puts an end to the universe.

Anthony and Joe Russo direct the film, which is produced by Kevin Feige. Louis D'Esposito, Victoria Alonso, Michael Grillo, Trinh Tran, Jon Favreau, James Gunn and Stan Lee are the executive producers. Christopher Markus & Stephen McFeely wrote the screenplay. "Avengers: Infinity War" releases in cinemas on April 27, 2018.



A WRINKLE IN TIME

Genre: Rating:

Epic adventure TBD

S.A. Release date:

May 4, 2018

Cast:

Oprah Winfrey, Reese Witherspoon, Mindy Kaling, Gugu Mbatha-Raw, Michael Peña and introducing Storm Reid with Zach Galifianakis and Chris Pine Ava DuVernay

Directed by:

Screenplay by:

Jennifer Lee

Based upon the novel by:

Madeleine L'Engle

Produced by:

Jim Whitaker, Catherine Hand

Executive Producer:

Doug Merrifield

Synopsis

From visionary director Ava DuVernay comes Disney's "A Wrinkle in Time," an epic adventure based on Madeleine L'Engle's timeless classic which takes audiences across dimensions of time and space, examining the nature of darkness versus light and, ultimately, the triumph of love. Through one girl's transformative journey led by three celestial guides, we discover that strength comes from embracing one's individuality and that the best way to triumph over fear is to travel by one's own light.



ALDEN EHRENREICH WOODY HARRELSON EMILIA CLARKE DONALD GLOVER THANDIE NEWTON AND PAUL BETTANY

The Walt Disney Company Africa



SOLO: A STAR WARS STORY

Release date: 25 May 2018
DVD Release date: September 2018
Studio: Lucas Films
Genre: Action-Adventure
Trailer: [Click here](#)

Synopsis

Board the Millennium Falcon and journey to a galaxy far, far away in “Solo: A Star Wars Story”, an all-new adventure with the most beloved scoundrel in the galaxy. Through a series of daring escapades deep within a dark and dangerous criminal underworld, Han Solo meets his mighty future co-pilot Chewbacca and encounters the notorious gambler Lando Calrissian, in a journey that will set the course of one of the Star Wars saga’s most unlikely heroes. “Solo: A Star Wars Story” releases in SA cinemas on May 25, 2018.





INCREDIBLES 2

Release date: 15 June 2018
DVD Release date: November 2018
Studio: Disney•Pixar
Genre: Animation Adventure
Trailer: [Click here](#)

Synopsis

In “Incredibles 2,” Helen (voice of Holly Hunter) is called on to lead a campaign to bring Supers back, while Bob (voice of Craig T. Nelson) navigates the day- to-day heroics of “normal” life at home with Violet, Dash and baby Jack-Jack

- whose superpowers are about to be discovered. Their mission is derailed, however, when a new villain emerges with a brilliant and dangerous plot that threatens everything. But the Parrs don’t shy away from a challenge, especially with Frozone (voice of Samuel L. Jackson) by their side. That’s what makes this family so Incredible.

Written and directed by Brad Bird (“Iron Giant,” “The Incredibles,” “Ratatouille”) and produced by John Walker (“The Incredibles,” “Tomorrowland”) and Nicole Grindle (“Sanjay’s Super Team” short, “Toy Story 3” associate producer), Disney•Pixar’s “Incredibles 2” busts into SA cinemas on 15 June 2018.



ANT-MAN AND THE WASP

Release date:	6 July 2018
DVD Release date:	December 2018
Studio:	Marvel Studios
Genre:	Action-Adventure
Trailer:	Click here

Synopsis

As Scott Lang balances being both a Super Hero and a father, Hope van Dyne and Dr. Hank Pym present an urgent new mission that finds the Ant-Man fighting alongside The Wasp to uncover secrets from their past. Ant-man and the Wasp hits SA theatres on 6 July 2018.





DISNEY'S CHRISTOPHER ROBIN

WALT DISNEY STUDIOS MOTION PICTURES

Genre:	Live Action Adventure
S.A. Release date:	August 3, 2018
Cast:	Ewan McGregor, Hayley Atwell, Bronte Carmichael, Mark Gatiss
With the Voices of:	Jim Cummings, Chris O'Dowd, Brad Garrett, Toby Jones, Nick Mohammed, Peter Capaldi, Sophie Okonedo
Directed by:	Marc Forster
Screenplay by:	Alex Ross Perry and Allison Schroeder (credit is not final) Alex Ross Perry (credit is not final)
Story by:	Based on Characters
Created by:	A.A. Milne and E.H. Shepard
Produced by:	Brigham Taylor, Kristin Burr
Executive Producers:	Renée Wolfe, Jeremy Johns

Synopsis

In the heartwarming live action adventure Disney's "Christopher Robin," the young boy who embarked on countless adventures in the Hundred Acre Wood with his band of spirited and lovable stuffed animals, has grown up and lost his way. Now it is up to his childhood friends to venture into our world and help Christopher Robin remember the loving and playful boy who is still inside.

Disney Christopher Robin



The Walt Disney Company Africa



Disney THE NUTCRACKER AND THE FOUR REALMS



2018

THE NUTCRACKER AND THE FOUR REALMS

Genre:	Fantasy/Adventure
Rating:	TBD
Release Date:	Nov. 2, 2018
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 on Nov. 2, 2018.



Who broke the internet?



RALPH BREAKS THE INTERNET: WRECK-IT RALPH 2

Release date: 30 November 2018
 DVD Release date: March 2019
 Studio: Disney•Pixar
 Genre: Animation Adventure
 Trailer: [Click here](#)

Synopsis

“Ralph Breaks the Internet: Wreck-It Ralph 2” 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 a website entrepreneur named Yesss (voice of Taraji P. Henson), who is the head algorithm and the heart and soul of trend-making site “BuzzTube.” Directed by Rich Moore (“Zootopia,” “Wreck-It Ralph”) and Phil Johnston (co-writer “Wreck-It Ralph,” “Cedar Rapids,” co-writer “Zootopia,”), and produced by Clark Spencer (“Zootopia,” “Wreck-It Ralph,” “Bolt”), “Ralph Breaks the Internet: Wreck-Ralph 2” hits SA cinemas on 30 November 2018.



#RalphBreakstheInternet

**IN CINEMAS
SOON**

The Walt Disney Company Africa



MARY POPPINS RETURNS

Release date:	28 December 2018
DVD Release date:	April 2019
Studio:	Walt Disney Studios
Genre:	Live Action Musical
Trailer:	Click here

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 P.L. Travers with music by Marc Shaiman ("Hairspray") and songs by Shaiman and Scott Wittman ("Hairspray"). Mary Poppins Returns hits SA cinemas on 28 December 2018.



Disney
MARY
POPPINS
RETURNS
CHRISTMAS



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 9.5 million individuals every month and over 1.6 million every day, reaching over 81% of kids 4-14 in DStv homes in South Africa (Jan - March 2018), bringing together Disney's high-quality programming targeted to kids and families across the continent for advertising clients.

Source: BRC/Nielsen Media Research South Africa/AdvantEdge. Reach based on 3+ mins continuous viewing.



CHANNEL POSITIONING

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



TOP SHOWS	RANK
Sofia the First	1
Vampirina	2
Sheriff Callie’s Wild West	3
Puppy Dog Pals	4
Mickey Roadster Racers	5

Disney Channel is based on
December 2017 only.



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 478,000 kids 4-14 every day.
Core audience is Boys 8-14.
DStv, Channel 304
(1.2 million individuals 4+ on average each day)



TOP SHOWS	RANK
Pair of Kings	1
The Suite Life of Zack & Cody	2
Marvel’s Avengers: Secret Wars	3
Penn Zero: Part Time Hero	4
Marvel’s Spiderman	5



CHANNEL POSITIONING

With the warmth of a best friend, Disney families through imagination and optimism...
Reaches over 673,000 kids 4-14 every day. is Girls 8-14.
DStv Channel 303
(1.7 million individuals 4+ on average each day)



TOP SHOWS	RANK
That’s So Raven	1
Bunk’d	2
K.C Undercover	3
Jessie	4
Austin & Ally	5

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

Disney Multiplex

Over a third of kids channel viewing went to the Disney MPX in December 2017

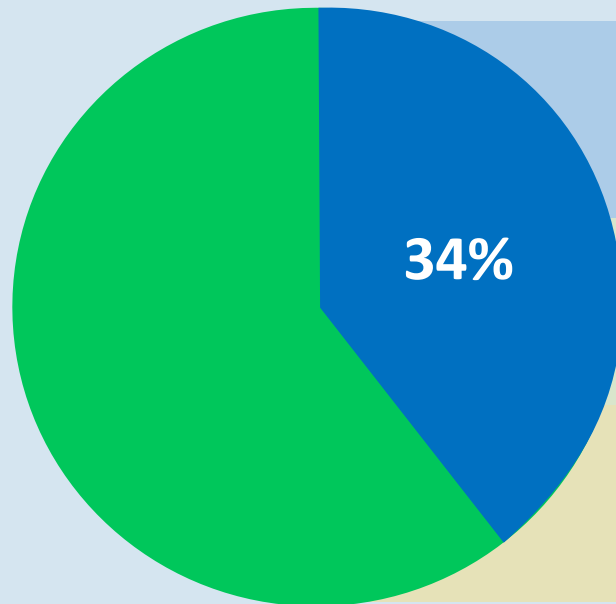


The Disney MPX reaches 14.4 million individuals 4+ and 2.8 million mothers with children at home

Disney Multiplex Opportunities

SHARE OF VIEWING

Kids 4 – 14: December 2017



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.

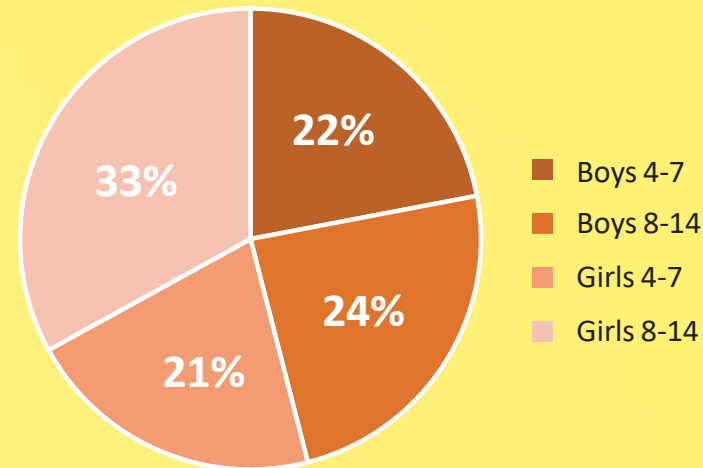
- Average daily reach of 1 million kids
- Average daily reach 2.6 million 4+
- Core audience is Girls 8-14



Top Programmes on Disney Junior

Rank	Programme Title	RTG# (Avg)	Count
1	Sofia the First	70.7	505
2	Vampirina	69.5	130
3	Sheriff Callie's Wild West	62.3	61
4	Puppy Dog Pals	58.1	263
5	Mickey Roadster Racers	56.5	345

Gender Split & Age Indices





The Walt Disney Company Africa



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.

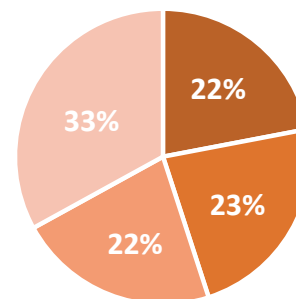
Highlights

- Average rating Q1 2018 = 56.5k K4-14 (345 broadcasts)
- RTG% Q1 2018 = 1.1% K4-14
- Reach Q1 2018 = 9.9m Ind4+

Key Themes

- Adventure
- Friendship
- Racing

Audience Profile



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

Target

Units RTG#(Avg)

Boys 4-7	12.63	22%
Boys 8-14	12.98	23%
Girls 4-7	12.52	22%
Girls 8-14	18.4	33%
Kids 4-14	56.53	



SOFIA THE FIRST

Core Target
Kids 4 – 7

Synopsis

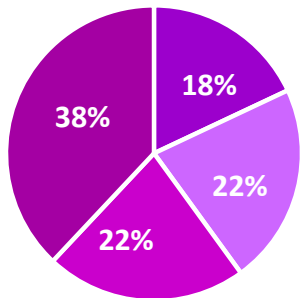
Sofia the First is set in the storybook world of Enchancia and tells the story of Princess Sofia, an adventurous little girl who is learning how to adjust to royal life after her mom marries the king and she becomes a princess overnight. When Amber discovers Sofia's role as story keeper, she comes along 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

- Ratings Ranking: Sofia the First is #1 top rated show across Q1 2018 with 4-14
- Average rating Q1 2018 = 70.7k K4-14 (505 broadcasts) RTG% Q1 2018 = 1.4% K4-14
- Reach Q1 2018 = 11.4m Ind4+

Audience Profile



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

	Target	Units RTG#(Avg)
Boys 4-7	12.85	18%
Boys 8-14	15.55	22%
Girls 4-7	15.26	22%
Girls 8-14	26.99	38%
Kids 4-14	70.65	





The Walt Disney Company Africa

MICKEY AND THE ROADSTER RACERS

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 colorful 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.

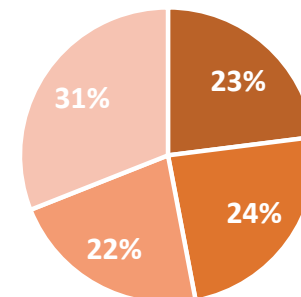
Highlights

- Average rating Q1 2018 = 58.1k K4-14 (263 broadcasts)
- RTG% Q1 2018 = 1.2% K4-14
- Reach Q1 2018 = 8.7m 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	13.27	23%
Boys 8-14	13.95	24%
Girls 4-7	13.00	22%
Girls 8-14	17.92	31%
Kids 4-14	58.14	



VAMPIRINA

Core Target

Kids 4 – 7

Synopsis

Vampirina is an upcoming 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.

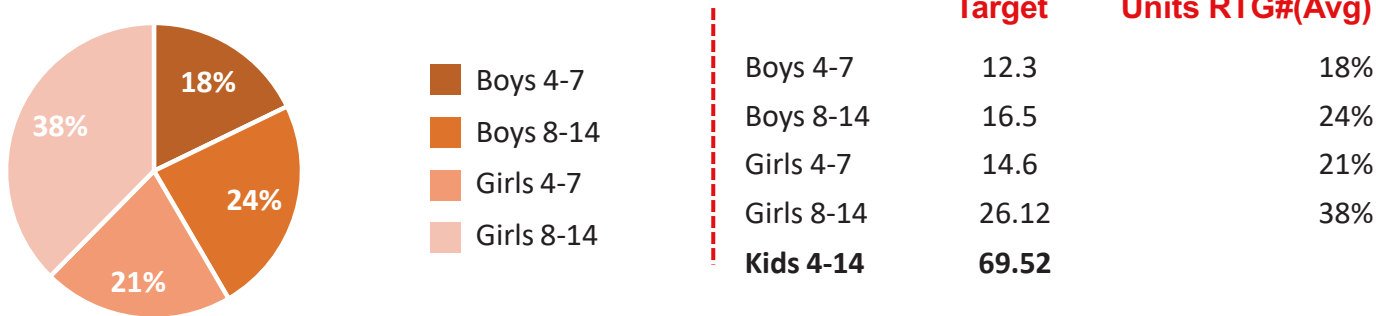
Highlights

- #2 ratings driver with Kids 4-14 in Q1 2018
- Average rating Q1 2018 = 69.5k K4-14 (130 broadcasts)
- RTG% Q1 2018 = 1.4% K4-14
- Reach Q1 2018 = 7.6m Ind4+

Key Themes

- Adventure
- Friendship

Audience Profile





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

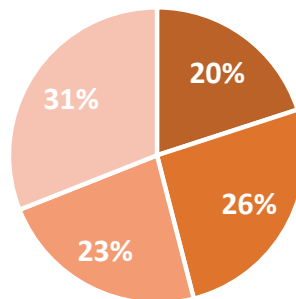
Highlights

- Average rating Q1 2018 = 54.1k K4-14 (288 broadcasts)
- RTG% Q1 2018 = 1.1% K4-14
- Reach Q1 2018 = 8.9m Ind4+

Key Themes

- Adventure
- Friendship

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)

10.84 20%
14.05 26%
12.41 23%
16.81 31%
54.11



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.

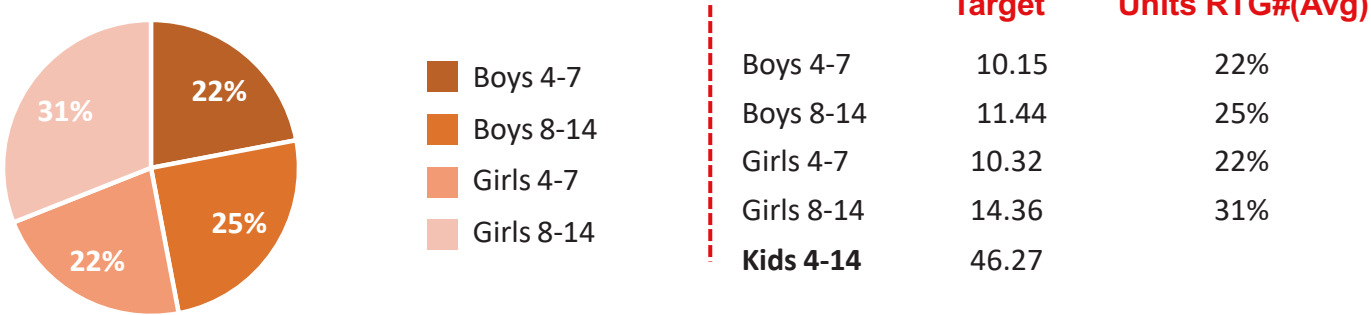
Highlights

- Average rating Q1 2018 = 46.3k Kids 4-14 (408 broadcasts)
- RTG% Q1 2018 = 0.9% K4-14
- Reach Q1 2018 = 9.7m Ind4+

Key Themes

- Superheroes
- Adventure

Audience Profile





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

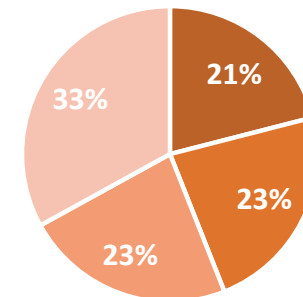
Highlights

- Average rating Q1 2018 = 43.6k Kids 4-14 (418 broadcasts)
- RTG% Q1 2018 = 0.9% K4-14
- Reach Q1 2018 = 9.6m 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

Target	Units	RTG#(Avg)
Boys 4-7	8.99	21%
Boys 8-14	9.91	23%
Girls 4-7	10.24	23%
Girls 8-14	14.44	33%
Kids 4-14	43.58	





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.

Release Date

- February 2018

Key Themes

- Friendship
- Adventure
- Fantasy

NEW





The Walt Disney Company Africa

PAPRIKA

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

Release Date

TBC

Key Themes

- Friendship
- Adventure
- Fantasy

NEW





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.

Release Date

12 March 2018



Key Themes

- Friendship
- Adventure
- Science





The Walt Disney Company Africa

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.”

Release Date

TBC

Key Themes

- Friendship
- Humour

NEW





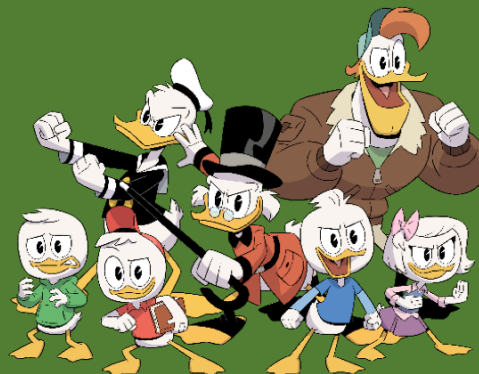
Channel Positioning

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

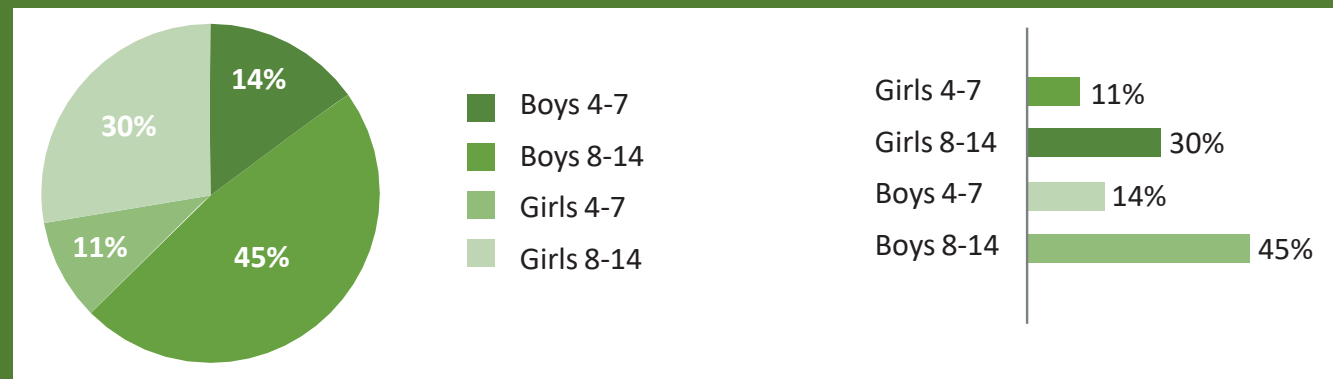
- Average daily reach of 478,000 kids
- Average daily reach 1.2 million 4+
- Core audience is Boys 8-14



Top Programmes on Disney XD

Rank	Programme Title	RTG# (Avg)	Count
1	Pair of Kings	24.9	34
2	Suite Life of Zack & Cody	22.8	18
3	Marvel’s Avengers: Secret Wars	22.2	12
4	Penn Zero: Part Time Hero	22.2	143
5	Marvel’s Spiderman	21.4	174

Gender Split & Age Indices





The Walt Disney Company Africa

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 coming to 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.

Release Date

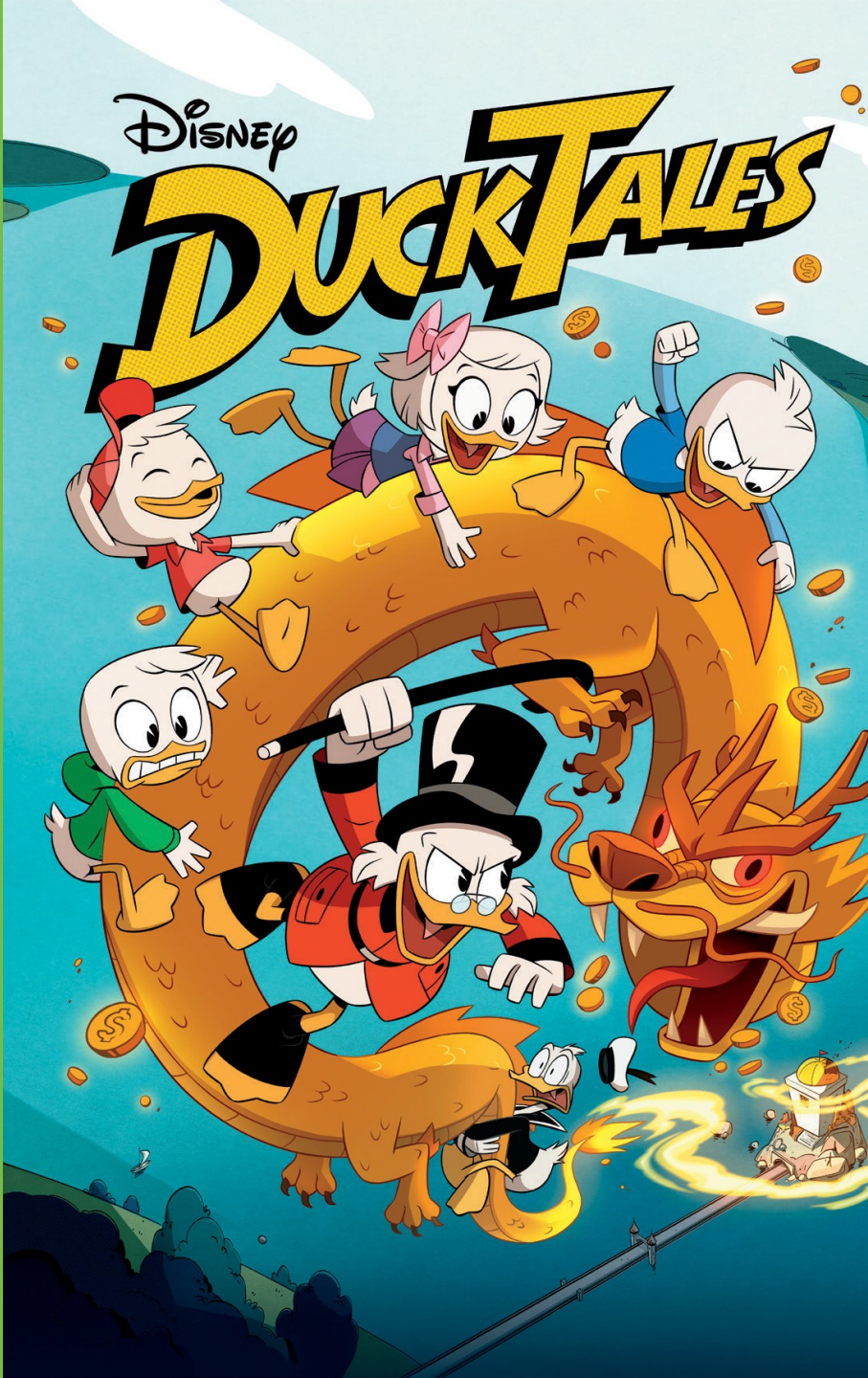
Special 14th April 2018

Series Launch 23 April 2018

Key Themes

- Friendship
- Humour

NEW





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).

Release Date

12 March 2018



Key Themes

- Adventure
- Friendship
- Superheroes





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.

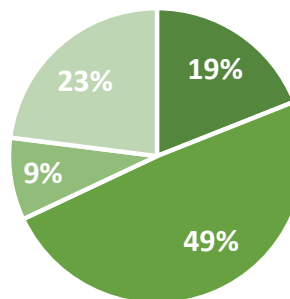
Highlights

- Ratings Ranking = #5 top programme on XD with K4-14 and Ind4+
- Average rating Q1 2018 = 21.4k Kids 4-14 (174 broadcasts)
- RTG% Q1 2018 = 0.4% K4-14
- Reach Q1 2018 = 3.6m Ind4+

Key Themes

- Comedy
- Action
- Adventure

Audience Profile



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

Target

Units RTG#(Avg)

Boys 4-7	4.12	19%
Boys 8-14	10.57	49%
Girls 4-7	1.86	9%
Girls 8-14	4.86	23%
Kids 4-14	21.41	



MECH X4

Core Target

Boys and Girls 6 - 9

Synopsis

The series follows Ryan Walker (Potvin), a freshman at Bay City High who has technopathy – the extraordinary ability to control technology with his mind.

His talent mysteriously awakens MECH X4, a giant 120-foot robot built by an elusive genius-in-hiding to defend their town against impending doom.

Ryan recruits his two best friends and his older brother to help him operate MECH X4. When monsters suddenly begin to descend upon their city, the four must quickly learn to work as a team in order to pilot the robot that is their only hope of saving their town, and ultimately the world, from mass destruction.

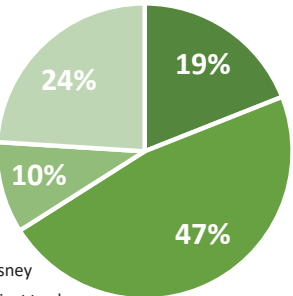
Release Date

- Ratings Ranking = #6 top programme on XD with K4-14 Average rating Q1 2018 = 20.3k Kids
- 4-14 (249 broadcasts)
- RTG% Q1 2018 = 0.4% K4-14

Key Themes

- Adventure
- Friendship
- Superheroes

Audience Profile



© Disney

*Subject to change

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

Target

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

Units RTG#(Avg)

3.84 19%
19.47 47%
1.99 10%
4.96 24%
20.26





The Walt Disney Company Africa

DISNEY 11

Core Target

Boys and Girls 7 - 14

Synopsis

11 tells the story of Gabo Moreti, a 16-year-old boy who is very talented and passionate for football and lives with his grandmother in a small town called Álamo Seco.

His outstanding skills do not go unnoticed by Francisco, football coach at prestigious sports-oriented high school IAD (Instituto Académico Deportivo), who decides to offer him a scholarship to join IAD and play for the "Golden Hawks", the school's official team.

This marks the beginning of Gabo's journey to achieve his lifelong dream of becoming a professional football player, although the secrets of Gabo's family's story will also be uncovered along the road.

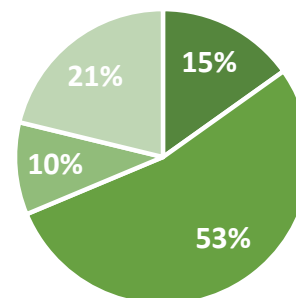
Highlights

- Average rating Q1 2018 = 10.8k Kids 4-14 (161 broadcasts)
- RTG% Q1 2018 = 0.2% K4-14
- Reach Q1 2018 = 1.9 m Ind4+

Key Themes

- Football
- Friendship

Audience Profile



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

Target

Units RTG#(Avg)

Boys 4-7	1.66	15%
Boys 8-14	5.69	53%
Girls 4-7	1.1	10%
Girls 8-14	2.3	21%
Kids 4-14	10.75	



MILO MURPHY'S LAW

Core Target

Boys and Girls 6 - 9

Synopsis

The series follows Milo Murphy, who is the personification of Murphy's Law where anything that can go wrong will go wrong. Armed with knowledge, a backpack full of supplies and his fearless friends, Melissa and Zack, Milo is always prepared for every possibility.

Together, he and his friends will learn that it's all about a positive attitude and not to sweat the big stuff... and it's all big stuff. Povenmire and Marsh's creative team includes "Phineas and Ferb" colleagues – producer and director Robert F. Hughes, story editor Scott Peterson, and staff writers Joshua Pruett, Dani Vetere and Martin Olson. "Milo Murphy's Law" is produced by Disney Television Animation.

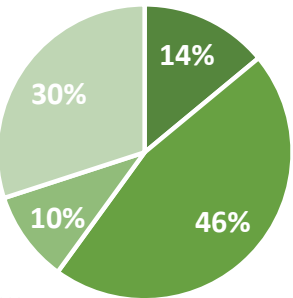
Release Date

- Ratings Ranking = #5 top animated programme on XD with K4-14
- Average rating Q1 2018 = 16.1k Kids 4-14 (121 broadcasts)
- RTG% Q1 2018 = 0.3% K4-14
- Reach Q1 2018 = 2.5m Ind4+

Key Themes

- Comedy
- Friendship
- Adventure

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)

2.25	14%
7.43	46%
1.63	10%
4.79	30%
16.1	





The Walt Disney Company Africa

www.disney.co.za



STAR WARS REBELS

Core Target

Boys and Girls 7 - 14

Synopsis

The series begins five years before Star Wars: Episode IV A New Hope, fourteen years into the reign of the Galactic Empire.

As the series begins, Imperial forces have occupied a remote planet, ruling with an iron fist and ruining the lives of its people. But there are a select few who are brave enough to stand up against the endless Stormtroopers and TIE fighters of the Empire: the clever and motley crew of the starship Ghost. Together, this ragtag group will face threatening new villains, have thrilling adventures, and become heroes."

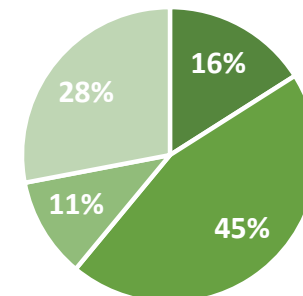
Highlights

- Average rating Q3 2017 = 7.9k Kids 4-14 (44 broadcasts)
- RTG% Q3 2017 = 0.2% K4-14
- Reach Q3 2017 = 720 k Ind4+

Key Themes

- Sciency
- Action
- Adventure

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)

- 1.2 16%
- 3.5 45%
- 0.9 11%
- 2.2 28%
- 7.9**



WALK THE PRANK

Core Target

Boys and Girls 7-14

Synopsis

An innovative new format that blends scripted comedy with real hidden-camera pranks, Walk the Prank follows a team of practical jokesters who create hilarious over-the-top pranks for an online hidden camera show of the same name.

The series showcases the natural comedic talent and improvisational skills of new young stars including Cody Veith as the cool, confident Chance, Bryce Gheisar as Chance’s younger brother Herman, Jillian Shea Spaeder as the tech-savvy Bailey, Brandon Severs as Chance’s best friend Dusty, and Tobie Windham as Will, Dusty’s uncle.

The scripted storylines center on the four kids’ antics in school and at home, which provide a source of inspiration for their pranks. The real and outlandish hidden-camera pranks, seen throughout each episode, capture genuine reactions from unsuspecting strangers.

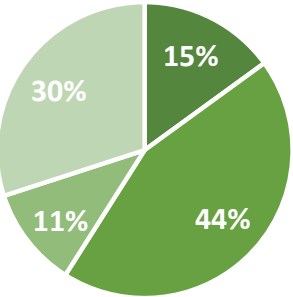
Release Date

- Average rating Q1 2018 = 12.1k Kids 4-14 (293 broadcasts)
- RTG% Q1 2018 = 0.2% K4-14
- Reach Q1 2018 = 3.2m Ind4+

Key Themes

- Comedy
- Friendship
- Adventure

Audience Profile



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

Target	Units RTG#(Avg)	
Boys 4-7	1.81	15%
Boys 8-14	5.36	44%
Girls 4-7	1.27	11%
Girls 8-14	3.61	30%
Kids 4-14	12.05	





The Walt Disney Company Africa

BIG CITY GREENS

Core Target

Boys and Girls 7 - 14

Synopsis

The series follows Cricket Green, a mischievous and optimistic country boy who moves to the big city with his family. Cricket's curiosity and enthusiasm leads his wildly out of place family on epic journeys and into the hearts of his new neighbours.

Release Date:

TBC

Key Themes

- Comedy
- Adventure
- Family

NEW





WALK THE PRANK

Core Target

Boys 6-14

Synopsis

Andre is a hyperactive young sloth with oodles of drive. He's the first of his kind to even leave his tree. And he's not stopping there: he wants to shake the dust of this town off his feet and see the world. But, before everything, he must pass his driving test. First stop? Racers School to get his diploma, because any herbivore who wants to survive out there needs to learn to drive fast! Or else you'll quickly end up as a leopard's lunch meat.

Release Date

18th May 2018

Key Themes

- Adventure
- Humour

NEW





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

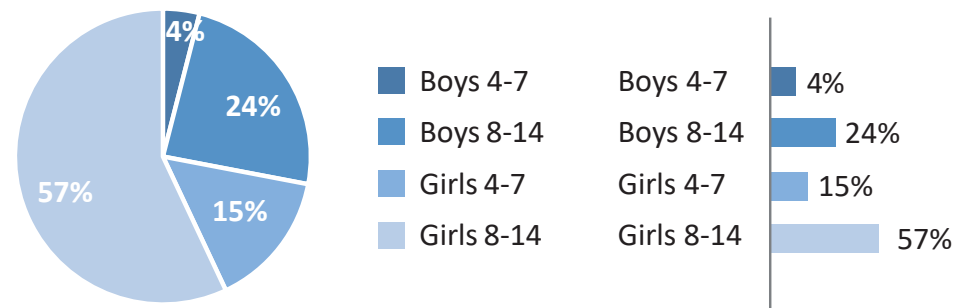
Brand Promises

- Average daily reach of 673,000 kids
- Average Daily 1.7m 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	That's So Raven	52.1	48
2	Bunk'd	51.1	89
3	K.C. Undercover	50.9	115
4	Jessie	48.5	41
5	Austin & Ally	46.8	19

Gender Split & Age Indices



LAUNCHED
PERMANENTLY ON
COMPACT FROM 1ST
DECEMBER 2017



NOW ON
DStv COMPACT

The Compact launch saw ratings
increase **+500%**
on November's levels

#4
Kids Channel in
the market

Disney Channel reached
6.9 million
Individuals 4+ in
December 2017





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.

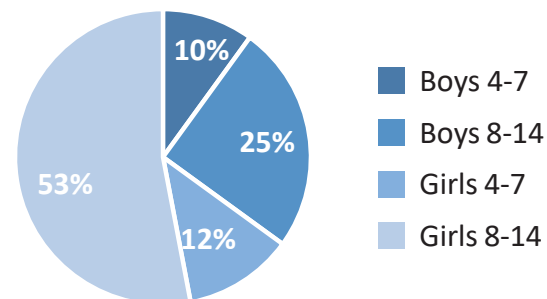
Highlights

- Since its launch (Feb. 17 2018), Raven's Home has consistently ranked the #1 series on the channel with ALL demographics
- (Boys 4-7, Boys 8-14, Girls 4-7, Girls 8-14)
- Raven's Home episodes were 6/10 of the top 10 highest TXs on the channel since Feb. 18
- Average rating Feb-Apr 2018 = 73.3k Kids 4-14 (75 broadcasts)
- RTG% Feb-Apr 2018 = 1.8% K4-14
- Reach Feb-Apr 2018 = 4m (18.1%) Ind4+

Key Themes

- Comedy
- Adventure
- Family

Audience Profile



Target

Units RTG#(Avg)

Boys 4-7	9.52	10%
Boys 8-14	23.86	25%
Girls 4-7	11.12	12%
Girls 8-14	49.29	53%
Kids 4-14	93.79	



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.

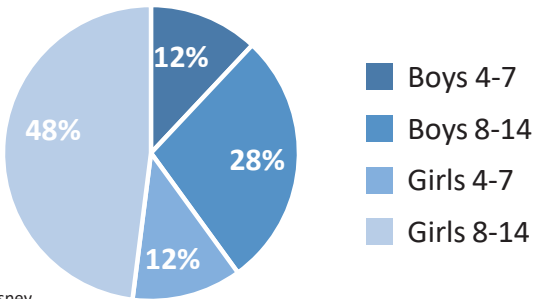
Highlights

- Ratings Ranking = #3 top programme across December on Disney Channel with K4-14
- Average rating Dec 2017 = 50.9k Kids 4-14 (115 broadcasts)
- RTG% Dec 2017 = 1.0% K4-14
- Reach Dec 2017 = 3.8m Ind4+

Key Themes

- Comedy
- Adventure
- Family

Audience Profile



Target

Units RTG#(Avg)

Boys 4-7	5.92	12%
Boys 8-14	14.13	28%
Girls 4-7	6.26	12%
Girls 8-14	24.53	48%
Kids 4-14	50.84	





The Walt Disney Company Africa

DESCENDANTS 2

Core Target

Kids 6 - 14

Synopsis

Several months after becoming a citizen of Auradon, Mal struggles with her new celebrity life as the girlfriend of King Ben. She admits her issues to her friends, Evie, Carlos, and Jay, but they are content with their new lives in Auradon and do not wish to return to the Isle of the Lost. When the pressure to be royally perfect gets to be too much for Mal, she returns to the Isle of the Lost. She discovers that Uma, the daughter of Ursula, has taken over as queen, and that her gang is finalizing plans to bring down the barrier.

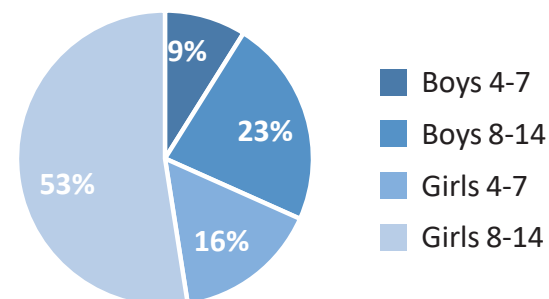
Highlights

- #1 Highest rated transmission on the channel in December
- Average rating Dec 2017 = 73.3k Kids 4-14 (5 broadcasts)
- RTG% Dec 2017 = 1.5% K4-14
- Reach Dec 2017 = 1.3m Ind4+

Key Themes

- Comedy
- Adventure
- Family

Audience Profile



Target

Units RTG#(Avg)

Boys 4-7	6.37	9%
Boys 8-14	16.69	23%
Girls 4-7	11.66	16%
Girls 8-14	38.62	53%
Kids 4-14	73.34	



TANGLED THE SERIES

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

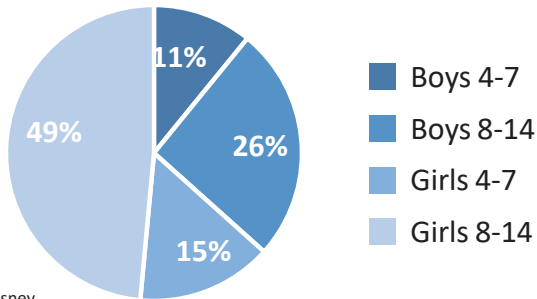
Highlights

- Average rating Dec 2017 = 37.3 k Kids 4-14 (85 broadcasts)
- RTG% Dec 2017 = 0.8% K4-14
- Reach Dec 2017 = 3.2m Ind4+

Key Themes

- Fantasy
- Comedy
- Adventure

Audience Profile



Target

	Units	RTG#(Avg)	
Boys 4-7	3.99	11%	
Boys 8-14	9.52	26%	
Girls 4-7	5.41	15%	
Girls 8-14	18.35	49%	
Kids 4-14	37.27		





The Walt Disney Company Africa

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.

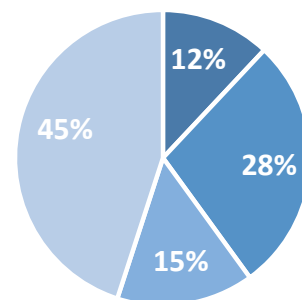
Highlights

- Average rating Dec 2017 = 35.7k Kids 4-14 (78 broadcasts)
- RTG% Dec 2017 = 0.7% K4-14
- Reach Dec 2017 = 3.0m 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	4.25	12%
Boys 8-14	9.88	28%
Girls 4-7	5.33	15%
Girls 8-14	16.18	45%
Kids 4-14	35.64	



COOKABOUT

Core Target

Kids 6 - 10

Synopsis

The Walt Disney Company Africa’s first local long-form production series, Disney’s Cookabout is a cookery game-show in which 5 young people learn the basics of cookery and travel all over the Western Cape to discover the processes that go into putting food into the shops. Each week two junior chefs (between the ages of 12 and 14 years of age) will be sent on an excursion into Gauteng and its surroundings, on a quest to find healthy, fresh foodstuffs. The naturally-grown, nutritious produce they source will be the main focus of the episode. They will also engage with the farmers and learn about where their food comes from, as well as how it is farmed and produced. There will always be surprises, and laughter along with exciting discoveries for the young chefs.

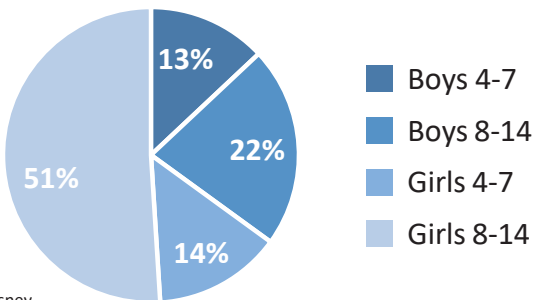
Highlights

- Average rating Dec 2017 = 32k Kids 4-14 (9 broadcasts)
- RTG% Dec 2017 = 0.6% K4-14
- Reach Dec 2017 = 669k Ind4+

Key Themes

- Healthy Living
- Food
- Comedy

Audience Profile



Target	Units	RTG#(Avg)	
Boys 4-7	4.17	13%	
Boys 8-14	7.18	22%	
Girls 4-7	4.5	14%	
Girls 8-14	16.19	51%	
Kids 4-14	32.04		





The Walt Disney Company Africa

ELENA OF AVALOR

Core Target

Kids 6 - 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.

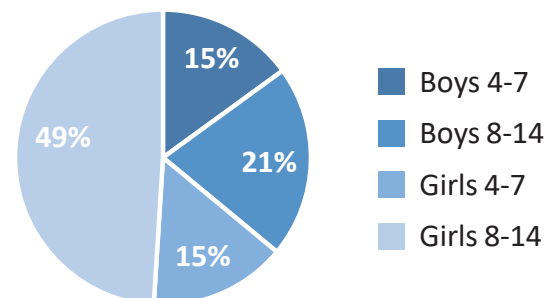
Highlights

- Ratings Ranking = #3 top rated animated programme with K4-14
- Average rating Dec 2017 = 32k Kids 4-14 (58 broadcasts)
- RTG% Dec 2017 = 0.6% K4-14
- Reach Dec 2017 = 2.3m Ind4+

Key Themes

- Adventure
- Inspirational
- Magic

Audience Profile



Target

Units RTG#(Avg)

Boys 4-7	4.69	15%
Boys 8-14	6.76	21%
Girls 4-7	4.71	15%
Girls 8-14	15.43	49%
Kids 4-14	31.59	



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.

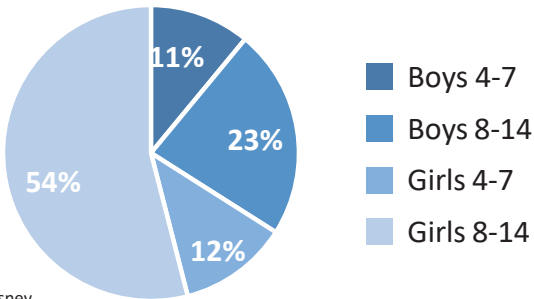
Highlights

- Ratings Ranking = #6 highest performing show (average audience) with K4-14
- Average rating Dec 2017 = 44.2k Kids 4-14 (40 broadcasts)
- RTG% Dec 2017 = 0.9% K4-14
- Reach Dec 2017 = 2.4m Ind4+

Key Themes

- Comedy
- Adventure
- Friendship

Audience Profile



Target

	Units	RTG#(Avg)	
Boys 4-7	5.1	11%	
Boys 8-14	11.08	23%	
Girls 4-7	5.79	12%	
Girls 8-14	25.84	54%	
Kids 4-14	47.81		





The Walt Disney Company Africa

STUCK IN THE MIDDLE

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

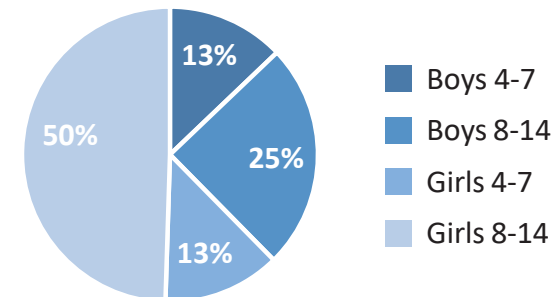
Highlights

- Ratings Ranking = #3 top rated animated programme with K4-14
- Average rating Dec 2017 = 32k Kids 4-14 (58 broadcasts)
- RTG% Dec 2017 = 0.6% K4-14
- Reach Dec 2017 = 2.3m Ind4+

Key Themes

- Comedy
- Family
- Invention

Audience Profile



Target

Units RTG#(Avg)

Boys 4-7	5.53	13%
Boys 8-14	11.08	25%
Girls 4-7	5.64	13%
Girls 8-14	21.94	50%
Kids 4-14	44.19	

Disney
**Stuck
IN THE
MIDDLE**



MIRACULOUS TALES OF LADYBUG & CAT NOIR

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.

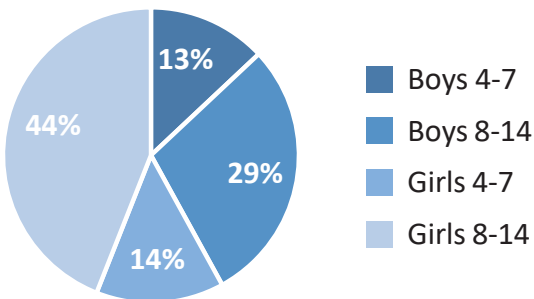
Highlights

- Average rating Dec 2017 = 30.3 k Kids 4-14 (168 broadcasts)
- RTG% Dec 2017 = 0.6% K4-14
- Reach Dec 2017 = 3.6m Ind4+

Key Themes

- Heroes & Villains
- Action Adventure
- Love

Audience Profile



Target

Target	Units	RTG#(Avg)
Boys 4-7	4.02	13%
Boys 8-14	8.78	29%
Girls 4-7	4.23	14%
Girls 8-14	13.22	44%
Kids 4-14	30.25	





The Walt Disney Company Africa

101 DALMATIAN STREET

Core Target

Kids 6 - 14

Synopsis

101 Dalmatians 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

Key Themes

- Comedy
- Family
- Friendship

NEW





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