



Playhouse Disney Celebrates Best Ever UK Performance

- Best quarterly reach ever for Playhouse Disney in the UK
- 43% growth year on year in the UK in January 2008*

London, 6th February: Leading preschool channel Playhouse Disney today announced its most successful quarter to date in the UK with a significant 33% year on year growth* between October and December 2007. This positive trend has continued into 2008 with Playhouse Disney's January reach up 43% year on year and the channel achieving its best ever weekly share of 1.1%** in the UK.

Playhouse Disney's key franchise properties continued to be a huge hit with British preschoolers and their parents. In the final quarter of 2007, *Mickey Mouse Clubhouse* achieved a reach of 3.7 million viewers, *Little Einstein's* 1.8 million and *My Friends Tigger & Pooh* 2.6 million, up 42% on the previous quarter.

Other shows winning over UK audiences were *Handy Manny*, which grew its reach by 179% year on year, and Elstree produced *Bunnytown*, which premiered in November and reached 1.5 million viewers in just 2 months from launch.

Jonathan Boseley, VP of programming for Playhouse Disney comments: "Playhouse Disney is going from strength to strength in the UK. We have a fantastic range of programmes that resonate with preschoolers and their parents and we're looking forward to building on this success over the next few months."

January 2008 also proved to be a key milestone for the channel with Playhouse Disney reaching its best weekly audience share at 1.1% amongst kids 4 to 15 in the UK. This success is set to continue with new series of *Handy Manny* and *My Friends Tigers & Pooh* due to hit screens over the next few months.

Playhouse Disney focuses around a combination of creative storytelling and engaging characters to help make learning a playful experience for preschoolers. Shows like *Handy Manny*, *My Friends Tigger & Pooh* and *Mickey Mouse Clubhouse* each tackle different areas of child development, from early maths to social interaction to problem solving and teamwork.

-Ends-

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Notes to Editors:

- *Figures refer to standard reach amongst all individuals aged 4+
- **W/c 27th January 2008

Playhouse Disney

The new EPG numbers on Sky are:-

- 609 Disney Channel
- 610 Disney Channel+1
- 611 Playhouse Disney
- 612 Playhouse Disney+
- 622 Disney Cinemagic
- 628 Disney Cinemagic+1