



DISNEY DIGITAL NETWORK EXPANDS WITH NEW DISTRIBUTION CHANNELS, PRODUCT LINES, PARTNERSHIPS, AND NEW EDITORIAL BRAND, *DISNEY EATS*

Disney Digital Network's 2018 original digital video slate to include new programs for millennials around food, parenting, and more

NEW YORK, NEW YORK – (May 1, 2018) – Today at the IAB Digital Content NewFronts, Disney Digital Network (DDN) revealed how the network is expanding on its strategy to engage millennials by marrying Disney fandom with lifestyle passions, including pop culture, style, food, and more through a new editorial voice, new distribution opportunities, new content partnerships, and a slate of new digital-first series and programs.

Launched in 2017, Disney Digital Network creates high quality, digital-first stories and delivers them through digital platforms and influencers to Millennial and Gen Z audiences. The network, which reaches more than 1.3 billion followers, is made up of distinct editorial voices such as Oh My Disney, Disney Style, Babble, and others; more than 350 cross-platform social media channels that bring The Walt Disney Company's characters and stories to social feeds; and a curated set of Maker creators and digital influencers. In its first year, Disney Digital Network was ranked #1 compared to its competitors for reaching millennial women by the greater advertising community (*DDN Advertiser Perceptions Study 2017*).

At its 2018 Newfront, Disney Digital Network executives detailed the expansion of the network and announced a new slate of digital series. Advertisers learned how brands can tap into Disney stories and characters to reach a large and engaged audience of millennials. Executives also discussed how Disney is actively pairing the digital content creation and programming capabilities of Disney Digital Network with The Walt Disney Company's broadcast and cable assets across ABC, Freeform, and others, so that advertising partners can reach vast audiences across all media platforms.

"We know that our clients and advertisers are looking for unique, compelling, brand-safe, and diverse ways to reach audiences at scale," said Rita Ferro, President Advertising Sales and Marketing, Direct-to-Consumer and International, Disney|ABC. "The results that Disney Digital Network has generated for advertisers in the last year alone prove that we are delivering on those needs. Looking at all that our portfolio offers -- the opportunity to align brands with emotionally resonant content, a highly sought-after millennial audience, and mobile-first formats and platforms -- and pair that with our deep insights,

brand safety, and broader media mix across our broadcast and cable assets, truly sets us apart from the rest.”

NEW AND EXPANDED EDITORIAL BRANDS, PARTNERSHIPS, AND DISTRIBUTION

Disney Eats is the newest editorial brand to join Disney Digital Network. Disney Eats recognizes the bond and community that form over culinary experiences and embodies the communal spirit shared with friends and family over a meal. Celebrating the world of Disney food, Disney Eats brings millennials on a diverse culinary adventure inspired by Disney’s cast of characters and the many flavors of Disney Parks around the world. At launch, Disney Eats will share curated content from a highly engaged community of food influencers and videos from Disney Digital Network’s other editorial voices.

Disney Eats will extend into the physical world with a new collection of cooking products designed to inspire “co-cooking” experiences for millennial families. Disney Eats products are available now at Disney’s new e-commerce platform shopDisney.com and at Disney store.

Disney Eats has also partnered with Tastemade, a leader in lifestyle digital content, to develop original programming and video series. The partnership will bring Disney IP to the Tastemade network and expand the reach of the Disney Eats brand. Featuring Disney-inspired recipes and culinary videos including new Disney-themed episodes of hit Tastemade series Kitchen Little and Tiny Kitchen, “Disney Eats x Tastemade” content will live across both Disney Digital Network and Tastemade channels.

Oh My Disney, Disney Digital Network’s flagship millennial editorial voice, will celebrate its fifth anniversary this year with a cross-category expansion to better reach millennials everywhere they are.

Launching this summer, the new Oh My Disney App is a free over-the-top and mobile app that will feature the best Disney social content and short-form videos from Oh My Disney, Disney Digital Network’s portfolio of editorial voices and Maker creators and partners from across The Walt Disney Company. For advertisers, the app delivers new inventory and opportunities to reach this core millennial audience.

A new Oh My Disney podcast series that mines long-form content from Oh My Disney’s archives and stories from Disney Publishing Worldwide will give listeners an inside look at untold stories about Disney’s history and heritage.

In addition, Oh My Disney, Disney store, and shopDisney have launched a product line in-store and [online](#). The latest collection of Oh My Disney products includes summer season favorites highlighting *The Little Mermaid* themed pool and swimming accessories and more.

NEW PROGRAMMING SLATE FOR 2018

In 2018 and beyond, Disney Digital Network’s editorial voices will premiere new and returning original digital programs and series, including:

- **Club Mickey Mouse returns (Oh My Disney)** - Club Mickey Mouse returns in a Back to School special with new celebrity mentors, dance videos, original music videos, and all the behind-the-scenes action fans have come to love from the Mouseketeers.
- **Disney Backstage Podcast (Oh My Disney)** - Disney Digital Network's first podcast series will bring listeners behind the scenes and into the history and heritage of The Walt Disney Company. The first episode will give audiences an inside look at the making of the Walt Disney Animation Studios' film *The Lion King*.
- **Kitchen Little (Disney Eats x Tastemade)** - Kids call the shots as they team up with celebrity chefs to recreate Disney-themed recipes in new episodes of the award-winning Tastemade series.
- **Tiny Kitchen (Disney Eats x Tastemade)** - Talented artists will create miniature replicas of the too-good-not-to-eat foods from beloved Disney films.
- **Must Be Science (Disney Eats x Tastemade)** - In this brand new series, the world of food and science collide as we'll test our unique Disney food experiments using ingredients you can find in your kitchen.
- **Designing Disney (Disney Style)** - Designing Disney celebrates artists who design, sew, style and create to express their passion for Disney. Each episode will spotlight a different creator's craft. Designing Disney is available on [Facebook Watch](#), with new episodes premiering every Wednesday.
- **Disney Dream Job (Disney Family)** - This show follows five children as they work with Disney cast members, from animators to Imagineers, to live out their dream for a day. Disney Dream Job will premiere on Facebook Watch and will later live on Disney.com.
- **Most Extra Parents (Babble)** - Most Extra Parents awards and recognizes parents who go the extra mile to make family time a little more special.
- **Star Wars Season of the Fan** - *Star Wars* Season of the Fan is a cross-network campaign that celebrates the diverse and creative *Star Wars* fan base through a collection of three digital video programs. The campaign will kick off this summer with the new docu-series, *Our Star Wars Stories*, which highlights impressive feats of fandom. The popular *Star Wars Fan Film Awards* will return as the *Star Wars Fan Awards* with expanded categories recognizing the best fan content in video production, art, costuming, and photography. The winners will be recognized during a special *The Star Wars Show* live-stream from the Lucasfilm offices in San Francisco.
- **90 Days of Mickey Mouse** - Disney Digital Network will countdown to the 90th anniversary of Mickey Mouse with 90 days of original Mickey themed content. The countdown will feature new show episodes and series from Oh My Disney, Disney Style, and Disney Family.

Images and assets are available here: <https://dcpi.smugmug.com/Content-Media/NewFront-2018-Disney-Digital-Network/n-VGf2kW/i-HbPBnWp>

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