



## PRESS RELEASE

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# FOR THE WINTER HOLIDAY SEASON, BELGACOM TV GETS THE 4 DISNEY CHANNELS

From **1 December**, BELGACOM TV is adding the 4 Disney channels to its offer, with **Disney Channel**, **Disney Channel +1** and **Playhouse Disney**, and **Toon Disney**. In Brussels and Wallonia, **all Belgacom TV subscribers will have access** to Disney Channel, Disney Channel +1 and Playhouse Disney as part of the basic Classic+ package. Toon Disney will be available only in the Select package.

“Classic+” is the Belgacom TV basic offer that includes more than 70 channels for €9.95/month. Belgacom TV customers can also subscribe to the “Select” package for €14.95/month and thus have access to an extra 15 channels.

*“We are very satisfied with this agreement that enables us to reinforce our presence in the Belgian market and marks an important step in our European strategy to have Disney Channel and Playhouse Disney included in the basic packages of all operators”,* comments Simon Amselem, Senior Vice President and Managing Director of Disney Télévision France.

*“Ever since the launch, we have been developing Belgacom TV to make it the best offer on the Belgian market”,* says Jean-Charles De Keyser, manager of Belgacom TV. *“Disney programmes greatly appeal to our customers. Including the 3 Disney channels in our package makes our basic “Classic +” range even more competitive and the “Select” range even more appealing”.*

Disney and Belgacom agree that content needs to be securely protected and that unauthorized distribution and viewing of content by means of the internet poses a severe threat to the success of legitimate electronic content services. Accordingly, the agreement reached includes important provisions for cooperation between Disney and Belgacom against piracy of Disney content. The provisions are consistent with developments at EU level on internet piracy and safeguard the privacy of Belgacom’s internet service subscribers.

The Disney channels offer a wide range of high quality programmes that are not only attractive to kids but that all the family enjoys together.



- **Disney Channel, the preferred channel for 8 to 14 year olds, and the best of Disney family entertainment:**

Disney Channel offers highly successful live action series such as “Hannah Montana”, “The Suite Life of Zack and Cody” or “That’s so Raven”, the best animated series such as “Kim Possible” or “American Dragon: Jake Long”, live action short programmes produced in France such as the recently launched “Trop la Classe!”, the DCOM branded made for television movies like the global tween cultural phenomenon “High School Musical” and the Disney live action and animated feature films.

And as a fantastic Christmas gift, Disney Channel will offer to its subscribers the exclusive television premiere of the acclaimed Disney’s Animated Classic “Chicken Little”!





- **Playhouse Disney, the preschoolers' playful friend:**

Playhouse Disney is the destination for preschoolers to have fun and learn with loveable characters like Mickey and his friends in the new series “Mickey Mouse Clubhouse” or the “Little Einsteins”. It offers the best of preschool shows, with great storytelling and engaging music, including both Disney and acquired European programmes.



- **Toon Disney, the channel for cartoon lovers:**

Toon Disney is the home of wacky humour where the legendary Disney characters such as “Timon & Pumbaa”, “Aladdin” or “Tarzan”, meet the new generation of cartoon heroes like “Dave the Barbarian” or “Brandy and Mr. Whiskers”.

With the Disney channels, BELGACOM TV will offer a unique kids and family channel line up to its more than 100,000 subscribers.

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*Disney channels, **guaranteed to feature no advertising or violence**, are available in France exclusively on Satellite and broadband on **Canalsat** (Mainland France and overseas departments and territories) and on the **Noos-Numericable** and **Estvideo.com** cable networks. Disney channels are also available in Belgium (Belgacom TV, Coditel and BeTV), in Luxembourg (Coditel), in Switzerland (Naxoo) and in West Africa (Canalsat Horizons).*

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