

Beat: Lifestyle

## **DISNEY CHANNEL is celebrating its 20 Years in 2017**

**In PARIS, on January 10 at ELYSEUM**

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**USPA NEWS** - DISNEY CHANNEL is an American basic cable and satellite Television Network that serves as the flagship property of owner Disney Channels Television Group, itself a unit of the Disney Media Networks division of The Walt Disney Company. 2017 is the year of celebration of 20 Years of Existence...

DISNEY CHANNEL is an American basic cable and satellite Television Network that serves as the flagship property of owner Disney Channels Television Group, itself a unit of the Disney Media Networks division of The Walt Disney Company. 2017 is the year of celebration of 20 Years of Existence. Disney Channel's programming consists of original first-run television series. Most of Disney Channel's original programming is aimed at kids ages 9-16, while its Disney Junior programs are targeted at children 8 years and under.

Disney Channel essentially operates as a commercial-free channel, opting not to feature traditional commercial advertisements during its in-show breaks due to concerns that younger viewers may be unable to separate the difference between programs and advertisements. Disney Channel has established its channels in various countries worldwide including Canada, France, South Africa, Southeast Asia, Hong Kong, India, Australia, the Czech Republic, New Zealand, the Middle East, Scandinavia, the Baltic states, United Kingdom, Ireland, Spain, Portugal, the Caribbean, the Netherlands, Israel and Flanders.

Disney Channels revealed talents such as : Zac Efron, Vanessa Hudgens, Miley Cyrus, Selena Gomez, Martina Stoessel, Zendaya, Jonas Brothers, Sofia Carson, Karol Sevil... In FRANCE, H  l  ne ETZI (Senior Vice-President Disney Channel EMEA & France) claims that the main ambition is to reinforce the quality of the contents and to continue to raise awareness on key issues touching kids such as health, harassment and handicap. Some of the most popular French Productions are 'M  re et Fille' (Mother and Daughter) and 'Disney Talents'.

From January 7, 2017, on the French Disney Channel, will be released :

\* A special Episode of 'Disney Channel Talents' with Kamel OUALI and his troop of young artists (every saturday at 6.00 pm). And every week, a new program will be released : 'Phenomene Raven', 'Soy Luna', 'High School Musical', 'Hannah Montana', 'Violetta', 'Les Sorciers' (wizards), 'Jessie', 'Descendants'...

\* The best of series from the past 20 Years.

\* During three months, Disney Channel will be releasing series and new seasons to discover in avant-premi  re : 'Frankie & Paige', 'Camp Kikiwaka', 'Le Swap', 'The Lodge'...

\* Every week, fans will be able to communicate with Disney Channel with #HAPPYMOMENTS !

(...)

Launch of HOLA DISNEY : During the occasion for celebrating the 20 Years of the Channel, will be launched a new television service with on-demand subscription. It is unique in FRANCE and targeting the 6-12 year old children. It is following the Previous launch of DISNEY ENGLISH.

Disney France is also celebrating 20 Years of collaboration with French Production Companies, working on Animated Series, Magazines, Features, Documentaries and series.

At Ellyseum (PARIS) was held (on January 10, 2017) a Press Conference to announce the Celebration of 20 Years of existence of Disney Channels, with the following speakers :

\* H  l  ne ETZI : Senior Vice-President Disney Channels EMEA & France

\* Claire MATIGNON : Marketing Manager & Creative Department Manager of Disney Channels France  
\* Pauline DAUVIN : Programs & Acquisitions Manager at Disney Channels France

Source : Disney Channel France - Presentation at Elyseum in PARIS on January 10, 2017.

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