

Now learning English on the TV is easy and fun: just pick up the remote control

**Thanks to an agreement with Buena Vista International Television
Disney's Magic English will be available on FASTWEB digital TV**

*On channel 93 of FASTWEB's IP TV the first on demand TV version of
Disney's interactive English course for children*

Milan, 3 November 2005 – Thanks to an agreement between FASTWEB - the leading alternative Italian broadband telecommunications operator - and Buena Vista International Television – the international TV distribution division of The Walt Disney Company - the first complete TV version of *Disney's Magic English*, the interactive English program for children, will be available on channel 93 of FASTWEB digital TV. Disney's Magic English immerses children in the English language through the pleasure of storytelling, songs and games. Thanks to Disney's universally loved characters, learning to communicate in a foreign language becomes a completely natural and fun experience.

Disney's Magic English is a series of 26 episodes coming out fortnightly that can be bought directly from the TV on channel 93 via the remote control supplied with the FASTWEB digital decoder. The published episodes remain available and are gradually added to the customer's personal archive; once the collection is complete, they can be freely used for a year. The enticing and intuitive graphical interface has four main sections:

- *Showtime*, 26 themed episodes of 40 minutes each;
- *Songs*, simple songs to learn the language by rhythm;
- *Word Play*, interactive videos to develop and remember vocabulary through word games;
- *Play Time*, the interactive play area to learn English while having fun.

The course, by combining the high entertainment value that consumers expect from Disney with a pedagogically sound approach to language teaching, provides an unparalleled learning experience with the help of the best-known and best-loved Disney characters: from Mickey Mouse, to Bambi, Pluto, Lilo & Stitch and Monsters Inc. The family, friends, nature, seasons, numbers and colours are just some of the examples of the environments explained in the various video-lessons in the series.

“The on demand TV version of *Disney's Magic English* – said Stefano Parris, Director of FASTWEB's Business & Residential Division – is a new milestone for FASTWEB's IP TV. Following the worldwide exclusive launch in 2001, our television now boasts an innovative edu-tainment service alongside the numerous entertainment services that are already available (from traditional TV programs, to on-demand or pay-per-view content, right up to interactive games and added value services)”.

“Disney has been communicating to children through the magical language of storytelling for many generations and this why we believe that no other content provider in the world has more legitimacy as a goodwill ambassador of English language learning” – said Margaret Commellato, Director of licensing for Italy and Southern Europe for Disney Publishing Worldwide.

For further details on FASTWEB's TV services: www.fastweb.it.

FASTWEB – Press Office
Simona Geroldi
Tel. 02 4545.4350 - 2360
simona.geroldi@fastweb.it