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Disney Online Breaks All-Time Traffic Records in July with 34 Million Unique Visitors

Virtual Worlds, Disney Channel Programming Events and Family Sites Drive Guest Traffic and Growth

NORTH HOLLYWOOD, Calif.--([BUSINESS WIRE](#))--According to just released data from comScore Media Metrix, Disney Online, which produces the No. 1 ranked community-family and parenting destination on the Web (www.Disney.com), broke all-time traffic records in July 2009, reaching nearly 34 million unique visitors and beating the previous all-time record of 32.3 million uniques set in August 2008. Disney Online traffic was up month-over-month across all key measurements in July, including unique visitors (+8%), page views (+17%), time spent (+29%) and average daily visits (21%).

Traffic growth highlights include:

- Strong interest in [online games](#), including increased traffic to *Disney Fairies Pixie Hollow* virtual world and interest in a new *Phineas and Ferb* online game featured on DisneyXD.com.
- The Disney Channel programming event *Wizards on Deck with Hannah Montana* drove an 11 percent traffic increase to DisneyChannel.com compared to prior month, coinciding with the event's record-breaking TV ratings (9.3 million viewers, No. 1 telecast across all of cable).
- For the second month in a row [Disney Family](#) sites saw double-digit growth, with an increase of 11 percent over June.

"It's exciting to see a well-established site like Disney.com continue to break new traffic records," stated Paul Yanover, executive vice president and managing director, Disney Online. "Disney's unmatched online entertainment offerings combined with an extensive portfolio of family-targeted sites is proving to be a powerhouse line-up."

In addition to Web traffic, Disney Online continues to be a leader in the online video and mobile Web sectors. The site serves nearly 130 million videos per month and is ranked No. 13 for total videos served among all Web sites. Among mobile Web sites, [Disney.com](#) ranks as the No. 1 entertainment site, with unique visitors increasing 31 percent and page views increasing 26 percent in July (vs. prior month).

Overall Disney Online category growth in July included [Games](#) (+16% vs. prior month), [TV](#) sites (+11% vs. prior month) [Disney Family](#) sites (+11% vs. prior month) and [Travel](#) (+18% vs. prior month).

Sources:

- Traffic: comScore Media Metrix July 2009
- Video: comScore VideoMetrix June 2009
- Mobile: m:metrics June 2009 and internal tracking

About Disney Online

Disney Online (www.Disney.com or text MOBILE to DISNEY), a unit of Disney Interactive Media Group, produces the No. 1 ranked community-family and parenting destination on the World Wide Web. Launched in 1996, [Disney.com](#) is the online and now mobile web gateway to all of the company's Disney-branded entertainment initiatives, providing comprehensive access to, and information about Disney movies, travel, television, games, music, shopping and live events.

In addition, Disney Online develops and publishes a range of online products and services including [Pirates of the Caribbean Online](#), [Disney's Toontown Online](#), [Disney Fairies Pixie Hollow](#) and [Disney Club Penguin](#).

Disney Interactive Media Group (DIMG) is an affiliate of The Walt Disney Company (NYSE: DIS).

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