



## WatchESPN, WATCH Disney Channel Coming to Roku

*WatchESPN launches today with live access to ESPN networks and curated on-demand video; WATCH Disney Channel, WATCH Disney Junior and WATCH Disney XD to debut later this month*

**SARATOGA, Calif. – Nov. 12, 2013** – Roku® Inc. and Disney & ESPN Media Networks today announced that they have agreed to deliver live programming, events and video via WatchESPN, WATCH Disney Channel, WATCH Disney Junior and WATCH Disney XD on the Roku streaming platform.

Beginning today, Roku customers who receive ESPN’s linear networks as part of an affiliated video subscription will be able to access ESPN, ESPN2, ESPNU, ESPN3, ESPN Deportes and ESPNEWS through WatchESPN on their Roku devices. ESPN *Goal Line* and ESPN Buzzer Beater will also be accessible when those channels are in season. Additionally, WatchESPN on Roku includes an on-demand video offering that features the most recent and relevant content available.

Later this month, Roku customers who receive their video subscription from an affiliated provider will also be able to access WATCH Disney Channel, WATCH Disney Junior and WATCH Disney XD.

“Today’s launch of WatchESPN on Roku delivers on our promise to serve fans with sports programming content on the devices they choose,” said [Matt Murphy](#), senior vice president of digital distribution, Disney & ESPN Media Networks. “At the same time, we are adding value to the multichannel video subscription through this agreement, which will also include fan-favorite shows and entertainment programming from WATCH Disney Channel, WATCH Disney Junior and WATCH Disney XD later this month.”

“WatchESPN and WATCH Disney are some of the most popular brands available for streaming and now our customers will be able to access them on their TVs through their Roku streaming devices,” said Steve Shannon, general manager, content and services, Roku. “We’re anticipating the biggest quarter ever for streaming to the TV and we are excited to add these great new channels just in time for the holidays.”

WatchESPN on Roku delivers a one-stop video destination for sports fans with live access to popular sports and fan-favorite shows including college football and basketball, *Monday Night Football*, MLB, NBA, major golf tournaments, all four Grand Slam tennis events, *SportsCenter*, *PTI* and more. Additionally, curated on-demand video featuring the most recent and relevant content – including highlights and news clips from ESPN.com as well as short-form segments from programs such as *E:60*, *Outside The Lines*, *SC Featured*, *Sport Science* and others – will be accessible through WatchESPN on Roku to all users. Current affiliated video providers for WatchESPN – available to 55 million households nationwide – include Time Warner Cable, Bright House Networks, Verizon FiOS TV, Comcast's Xfinity TV, Midcontinent Communications, Cablevision's Optimum TV, Cox, AT&T U-verse® TV, Charter and Google Fiber (coming soon to NRTC members' customers).

The WATCH Disney Channel service features the same great Disney-branded original programming seen on the top-rated channel for kids and families including "Austin & Ally," "Phineas and Ferb," "Jessie," "Good Luck Charlie," "Dog With A Blog," "Shake It Up," "Gravity Falls" and "A.N.T. Farm." The WATCH Disney Channel service also includes Disney Channel's Disney Junior programming block for kids age 2-7 featuring the hit series "Mickey Mouse Clubhouse," "Jake and the Never Land Pirates," "Doc McStuffins" and "Sofia the First," which all blend Disney's unparalleled storytelling and beloved characters with learning components, including early math and language skills, as well as healthy eating and lifestyles, with an emphasis on social and emotional development. The WATCH Disney services are available to approximately 43 million subscription television customers. Current affiliated video providers for the WATCH Disney services include Verizon FiOS TV, Comcast's Xfinity TV, Midcontinent Communications, Cablevision's Optimum TV, Cox, AT&T U-verse TV, Charter and Google Fiber (coming soon to NRTC members' customers).

### **About Roku Inc.**

Roku is the creator of the most popular streaming software platform for delivering video, music and casual games to the TV. Roku launched the first device to stream Netflix to the TV in 2008, and since then has sold more than 5 million Roku streaming players in the U.S. Roku players are also available in Canada, the U.K. and the Republic of Ireland. In addition, Roku works with OEMs who create Roku



Ready® devices which access the Roku streaming platform. Roku Ready devices can be purchased from major retailers in the U.S. Roku was founded by Anthony Wood, inventor of the DVR. Roku is privately held and headquartered in Saratoga, Calif., U.S. For more information or to purchase directly from Roku, visit [www.roku.com](http://www.roku.com).

Roku is a registered trademark of Roku, Inc. in the U.S. and in other countries.

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Media Contacts:

Karen Hobson, Disney 818.460-7044 or [karen.hobson@disney.com](mailto:karen.hobson@disney.com)  
Amy Phillips, ESPN 646.547.5614 or [amy.phillips@espn.com](mailto:amy.phillips@espn.com)  
Ha Thai, Roku 408.832.0823 or [hthai@roku.com](mailto:hthai@roku.com)