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## KIDS DISCOVER *P IS FOR PODCAST* ON DECEMBER 14 AS AN IMAGINATIVE AUDIO WORLD DEBUTS IN THE U.S.

*France's #1 children's subscription podcast service featuring cartoon characters Leo The Truck, Super Wings plus Zig and Sharko Say Bonjour, Hola And Hello!*

Paris, France (December 14, 2022) – The holiday car ride over the river and through the woods just got a little more exciting for kids ages 3 to 9 thanks to **DISO** (pronounced dee-ZOH), the first multilingual children's podcast offering brought to you by France's award-winning Paradiso Media. On December 14, three versions of the service (DISO in English, DISO en français and DISO en español) will be available to Apple Podcasts and Spotify listeners in ten markets: US, UK, Canada, India, South Africa, New Zealand, Australia, France, Argentina, Mexico. For just **\$3.99/month or \$39.90/year**, **DISO** is the perfect holiday gift as youngsters begin their winter school break.



Written especially for the ears of children and enriched with an immersive sound design, DISO podcasts will take little ones on a journey through captivating and playful worlds. With exciting content like this, it's no wonder French families have made DISO the #1 Kids and #2 overall subscription podcast channel on Apple Podcasts in France!

Lucky listeners during the first days of the December launch will be treated to a free sampling of one episode of each of the five series available at launch -- *Super Wings*, *Leo the Truck*, *Zig and Sharko*, *Little Villains* and *Monsters and Magical Creatures* -- without a subscription. Once subscribed to the channel on Apple Podcasts or Spotify, listeners will then be able to access new licensed and original episodes ad-free each week throughout 2023.

For those unfamiliar with a podcast, it's simply an on-demand audio broadcast that is placed on the Internet for anyone who wants to listen to it. Instead of staring and interacting at a screen, kids listen in short spurts and let their imaginations fill in the looks, sounds and smells of a story. In the spirit of the golden days of radio, DISO's podcasts are narrated by professional actors and produced by award-winning sound engineers.

“Global storytelling is at the heart of what we do at Paradiso and we are thrilled to bring the magic of DISO to English-, French- and Spanish-speaking audiences worldwide,” says Lorenzo Benedetti, Co-Founder and CEO.

Emi Norris, managing director of Paradiso Media US adds: “DISO podcasts are designed to promote children's creativity and stimulate their imaginations. Take us on long drives in the car, stops at the airport, or during quiet time at home. We can't wait for our listeners to meet new and familiar characters in audio.”

Parents and grandparents interested in purchasing a subscription can anticipate a catalog of two new original

series and three world-famous cartoons adapted for podcasts at the December launch:



### **Super Wings**

Humor, tenderness and curiosity are in the flight plan with these adventures from Alpha Animation. This great series takes kids around the world and even teaches tots their first words in foreign languages!  
Merveilleux!



### **Leo the Truck**

This entertaining series from Project First is ideal for young audiences ages 3 to 6 where they'll venture on an audio journey promoting curiosity and their innate love of building.



### **Zig and Sharko**

From Xilam, the off-the-wall adventures of these three characters are sure to make 6 to 8-year-olds laugh out loud! This is a series for mischievous listeners who will follow a hyena, a mermaid and a protective shark as they chase each other through various escapades.



### **Little Villains**

In this DISO Original, kids will discover the previously untold childhoods of fairytales greatest villains – Shere Khan, Hook and even the Big Bad Wolf. A whimsical and wonderful series for young and old, where all can share common memories!



### **Monsters and Magical Creatures**

Another DISO Original popular with French kids, Toothairy and Stinkpot are the wacky presenters in these tales which take place as a talk show, revealing the secrets of the zaniest monsters! This is an uproariously funny series for children ages 3 to 9 years old. Parents love it too!

Listening to podcasts has been known to boost reading skills, enhance imagination and teach active listening skills – even if only spending a few minutes each day immersed in a story.

Subscribe and listen in English, Spanish or French for \$3.99/month or \$39.90/year at Spotify or Apple Podcasts by searching for “DISO.”

## **About Paradiso Media**

Parent company Paradiso — whose name is inspired by Cinema Paradiso — has created more than 50 original, commissioned and branded podcasts with companies like Spotify, Audible, Stitcher Premium, Deezer and Sybel. Clients have also included Facebook, LinkedIn, Ubisoft and Hermès. In the US, the studio is best known for its Webby Award nominated documentary series, *Love Under Lockdown*, as well as critical darlings *Seventeen* and *A Gay in the Life*. With the launch of a Children's Podcast division, they have solidified their position as one of the world's top podcast studios.

Most recently in the kids' space, the studio released *In the Ring with Daisy King*, a companion podcast to the animated film “Rumble” in partnership with Paramount Pictures and Audible. The series starred Ramona Young (“Never Have I Ever”), Brian Baumgartner (“The Office”), Christy Carlson Romano (“Kim Possible”) and Jamal Duff (“Brooklyn Nine-Nine”).

Coming up: two new shows with Audible US and UK and a fiction comedy original, *Conference Call*, which stars Elizabeth Henstridge, Emma Roberts, Jeff Ward, Gregory Stees, Christopher Abbott, Beck Bennett and Demi Adejigbe and premiered at the 2022 Tribeca Film Festival as part of the festival's audio storytelling program.