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WANT TO RAISE A GLOBAL CITIZEN? MULTILINGUAL KID'S PODCAST SERVICE IS THE PERFECT/PERFECTO/PARFAIT START!

France's #1 kids and family podcast channel DISO launches in English and Spanish Now On Spotify and Apple Podcasts



Paris, France (January 16, 2023) – France's #1 children's subscription podcast service, DISO (pronounced dee-ZOH) is now available to children worldwide in three languages: DISO in English, DISO en français and DISO en español for \$3.99/month or \$37.99/year on Spotify and Apple Podcasts.

To listen, just search for "DISO." The first episode of each podcast is available to listen for free, then you may elect to subscribe to the full channel.

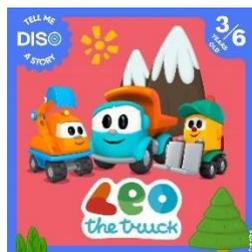
Teaching our children to communicate and interact with people across diverse cultures and in other countries — including learning a second language as early as possible — is the first path to raising a global citizen. English, Spanish and French are among the top five most spoken languages worldwide. And research has shown that 50% of our ability to learn is developed by age four and another 30% by age eight.

DISO's podcasts are for children ages 3 to 9 years old and offer a mix of original and licensed content from the world's leading animation studios and children's publishers:



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!



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 Animation, 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.



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!

New episodes and series will launch every week.

A service for the globalized generation

According to a recent business article, *Bilingualism in 2023: US, UK & Global Statistics*, there are about 3.3 billion bilingual people worldwide, accounting for 43% of the population.

When learning a new language – English or foreign -- the fastest and most effective way to absorb new material is by actively listening. What could be more active than hearing a podcast from Jett, one of the heroes of *Super Wings*. Jett travels the world to deliver packages to children, in a new country in each podcast. He and his friends always find a solution to help children dealing with their everyday problems. Youngsters ages 3 and up can grasp their first words in a foreign language from these tales.

Need more good news? 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.

DISO is the brainchild of the leading international podcast studio, Paradiso Media of France. The company launched in the US in 2020 as the podcast market continues to explode: as of October 2022, almost half (46%) of the U.S. population listens to spoken word audio content daily. Among key findings of an NPR report, “47% of time spent with spoken word audio is spent with AM/FM radio, 21% with podcasts, 11% with audiobooks, and 21% with other media.”

Kids and family podcasts have seen a 20% increase in listenership since 2019, according to the *Hollywood Reporter* in March 2022. They are part of a growing podcast industry that’s expected to surpass \$2 billion in advertising revenue in 2023, says the *Interactive Advertising Bureau*. According to the *BBC*, 60% of children now want to listen to podcasts and the majority of kids with smart speakers at home say they use them every day. Kids’ audio is a safe and trusted space that empowers kids to use their imaginations. For parents, it offers an educational and enriching yet screen-free respite during down time, car rides and travel. Thanks to DISO’s subscription model, kids can enjoy these podcasts ad-free.

DISO’s French-language channel, DISO en français, has existed for two years (in France, it’s the #1 Kids & Family and #2 channel overall on Apple Podcasts) and is relaunching with a total of 23 podcasts -- including podcasts adapted from the country’s most beloved children’s books through a partnership with publisher *L’école des Loisirs*.

“DISO’s success in France has shown us that there is a real demand among parents for trusted audio content for this age group” says Lorenzo Benedetti, Co-Founder and CEO of Paradiso Media, parent company of DISO. “We’re excited to share our passion for multilingual podcasts with our listeners’ youngest family members and help them grow as global citizens.”

DISO is a natural extension of Paradiso Media’s achievements thus far as a leading international podcast studio. To date, over 50 podcasts have been released since 2019 with partners including Spotify, Audible, Amazon Music, Stitcher, Paramount and Ubisoft – amazingly in up to 12 languages.

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.