

Disney buys family social network Togetherville

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"The [Walt Disney](#) Company has acquired Togetherville, a social online community for families and kids," Disney spokeswoman Carrie Davis said in response to an AFP inquiry.

"Through a merger agreement, Togetherville is now a wholly owned subsidiary of The Walt Disney Company reporting into Disney Interactive Media Group."

Disney did not disclose financial terms of the deal.

California-based Togetherville launched last year as a free online neighborhood where children ages six to 10 years of age can virtually mingle with friends and "approved grownups."

"There are no strangers, no avatars and no anonymous usernames in a Togetherville neighborhood," the service explained at its website.

"Only a parent can create a child's account, and parents are encouraged to use a child's real name and photo to build and foster real-world relationships."

Togetherville's roster of advisors included the executive director of online safety advocacy group connectsafely.org and a co-founder of LinkedIn, a social network devoted to fostering career and business connections.

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