

March 27, 2012

Ratings Highlights for 1Q 2012 – Final National Ratings

Disney Junior Delivers 1Q Highs for Disney Channel

“Jake and the Never Land Pirates” Ranks as Cable’s TV’s #1 Series in Kids 2-5 and Boys 2-5; Marks the Series’ 5th Consecutive Quarter at #1 in Boys 2-5

Prime Special “Jake and the Never Land Pirates: Peter Pan Returns!” is TV’s #1 Telecast in 1Q 2012 in Kids 2-5, Boys 2-5 and Girls 2-5

Launch of “Doc McStuffins” is the Biggest Preschool Series Launch in Cable TV History in Adults 18-49; Is Disney Junior’s #1 Weekday Launch in Kids 2-5

Disney Junior: 1Q12 Highlights:

Driven by the record-setting launch of “Doc McStuffins” and home to the #1 TV telecast with “Jake and the Never Land Pirates: Peter Pan Returns!,” Disney Junior recorded Disney Channel’s best 1Q ratings in the preschooler daypart in Total Viewers (1.46 million), Kids 2-5 (535,000/3.2 rating), Girls 2-5 (252,000/3.1 rating) and Women 18-49 (294,000/0.5 rating).

- “Jake and the Never Land Pirates: Peter Pan Returns!” (2/13/12, 7:00 – 8:00 p.m.) ranked as TV’s #1 telecast of 1Q 2012 in Kids 2-5 (1.8 million/11.1 rating), Boys 2-5 (980,000/11.5 rating) and Girls 2-5 (866,000/10.6 rating). In fact, the prime special became the most-watched cable telecast in nearly 10 years in Kids 2-5, and is now Disney Channel’s #1 telecast in the demo in the network’s history.
- Overall, “Jake and the Never Land Pirates” ranked as cable TV’s #1 series in Kids 2-5 (730,000/4.4 rating) and Boys 2-5 (405,000/4.8), marking the series’ 5th consecutive quarter at #1 in Boys (dates back to the series’ 1Q11 launch quarter).
- In its series launch, Disney Junior’s “Doc McStuffins” ranked as Disney Channel’s #1 weekday series debut of all time in Kids 2-5 (1.08 million/6.5 rating) and Girls 2-5 (503,000/6.2 rating), and became the #1 most-watched preschool series launch in cable TV history in Adults 18-49 (800,000/0.6 rating).

- Moreover, **"Doc McStuffins" became the network's #2 weekday series launch in Total Viewers** (2.46 million), behind the Primetime premiere of "Mickey Mouse Clubhouse" (5/5/06, 7:30 – 8:00 p.m.), **and in Boys 2-5** (577,000/6.8 rating) and **Women 18-49** (509,000/0.8 rating), behind "Jake and the Never Land Pirates" (2/14/11, 8:30 – 8:55 a.m.).
- "Doc McStuffins" **outperformed all recent preschool series premieres on Nickelodeon, including surpassing "Bubble Guppies" (1/24/11) by 42% in Total Viewers** (2.46 million vs. 1.73 million), **by 23% in Kids 2-5** (1.08 million vs. 881,000) **and by 25% in Women 18-49** (509,000 vs. 407,000).

About Disney Junior:

Disney Junior reflects the emotional connection generations of consumers have to Disney storytelling and Disney characters, both classic and contemporary. It invites mom and dad to join their child in the Disney experience of magical, musical and heartfelt stories and characters, while incorporating specific learning and development themes designed for kids age 2-7. Disney Junior's series blend Disney's unparalleled storytelling and characters kids love deeply with learning, including early math, language skills, healthy eating and lifestyles, and social skills. Disney Junior launched in February 2011 with a daily programming block on Disney Channel. In its first year, Disney Junior posted the network's biggest yearly audience in the daypart in Total Viewers, Kids 2-5, Boys 2-5 and Women 18-49, increasing by double-digit margins among preschooler demographics over year-ago levels. On March 23, 2012 Disney Junior added a cable and satellite channel in the U.S. bringing the total number of channels to 29 worldwide.

Source: NTI, U.S. ratings, most current, 1Q 2012: 12/26/11 – 3/25/12; 1Q 2011: 12/27/10-3/27/11. Series ranks based on program data.]