March 27, 2012

Primetime Ratings for 1Q 2012 - ***Final National Ratings***

1Q 2012 is ABC Family's Biggest 1Q Ever in Key Demos in Prime, and its #2 Quarter on Record in Females 12-34; Is Cable's #2 Network in Females 12-34

"Pretty Little Liars" is Cable's #1 Scripted Series of 1Q 2012 in Females 12-34; "Switched at Birth" and "The Lying Game" Place Among the Top 4 Scripted Series

Debut of "Another Cinderella Story: Once Upon a Song" is TV's #1 Movie in Females 12-34; Basic Cable Debut of "The Blind Side" is the #2 Cable Movie in Women 18-49 and Ranks Among ABC Family's Top 10 Telecasts Ever in Viewers

1Q 2012 Prime Highlights:

Powered by its established roster of original hits, most notably "Pretty Little Liars," "Switched at Birth" and "The Lying Game," ABC Family delivered its #2 quarter in the network's history in Women 18-34 (294,000) and **Females 12-34** (493,000), **and was the network's most-watched 1Q on record in Adults 18-34** (398,000), **Women 18-49** (460,000) **and Viewers 12-34** (641,000).

Competitively, **ABC Family matched the network's 2nd strongest competitive showing on record in key demos, ranking as cable's #2 network in Females 12-34, the #3 cable network in Women 18-34 and the #4 cable network in Women 18-49.**

- 1Q2012 versus 1Q2011, **ABC Family surged by 20% in Women 18-34** (294,000 vs. 245,000), **by 14% in Women 18-49** (460,000 vs. 404,000) **and by 22% in Females 12-34** (493,000 vs. 404,000).

- Also impressive, **this marked the network's 7th consecutive quarter posting year-to-year increases in Adults 18-34** (+6% - 398,000 vs. 369,000) **and Women 18-34**, **and its 4th consecutive quarter in Women 18-49 and Females 12-34**.

1Q 2012 Programming Highlights:

- "**Pretty Little Liars**" **ranked as the quarter's #1 scripted cable series in Females 12-34** (2.10 million/4.7 rating), **the #2 scripted cable series in Women 18-34** (1.16 million/3.4 rating) **and Women 18-49** (1.54 million/2.4 rating), **and the #1 TV series in Female Teens** (987,000/8.4 rating).

- In Females 12-34, **ABC Family owned <u>3 of cable's Top 4 scripted series</u> with** "**Pretty Little Liars**" (#1 – 2.10 million/4.7 rating), "**The Lying Game**" (#3 – 1.18 million/2.6 rating) and "**Switched at Birth**" (#4 – 1.17 million/2.6 rating)**.**

- **The debut of "Another Cinderella Story: Once Upon a Song"** (1/22/12) **stood as TV's #1 movie in Females 12-34** (1.14 million/2.5 rating), **while the basic cable premiere of Sandra Bullock starrer "The Blind Side"** (3/24/12) **was cable's #2 movie of 1Q 2012 in Women 18-49** (1.20 million/1.9 rating), **and now stands among ABC Family's Top 10 telecasts of all time in Total Viewers** (4.69 million - #10).

Source: NTI, U.S. ratings, most current, *1Q 2012: 12/26/11 – 3/25/12; 1Q 2011: 12/27/10-3/27/11. Streaks include ties on rating. Series rank based on trackage data.]* "The Blind Side"=Live + Same Day.