May 1, 2012

Primetime Ratings for April 2012 - *Final National Ratings*

ABC Family Posts April Highs in Target Adults 18-34, Viewers 12-34 and Female Demos; Is Cable's #1 Network in Females 12-34 and #2 in Women 18-34

"The Secret Life of the American Teenager" Ranks as Cable's #1 Series in Females 12-34 and the #1 Scripted Cable Series in Women 18-34;

Theatrical "The Blind Side" is Cable's #1 Movie in Adults 18-49, Women 18-49 and Key 12-34s; "Beauty and the Beast" is Cable's #1 Movie in Core 18-34s

April 2012 Prime Highlights:

Coming off its #1 quarter of all time in 1Q 2012 in key demos, April 2012 wrapped as ABC Family's most-watched April on record in Adults 18-34 (341,000), **Women 18-34** (245,000), **Women 18-49** (378,000), **Viewers 12-34** (526,000) **and Females 12-34** (386,000), **powered by original series "The Secret Life of the American Teenager" and "Make It or Break It" and theatricals "The Blind Side" and "Beauty and the Beast."**

ABC Family ranked as cable's #1 network in Females 12-34, the #2 cable network in Women 18-34 and placed a solid #4 in Women 18-49.

- Year to year, **ABC Family grew by 14% in Women 18-34** (245,000 vs. 214,000), **by 6% in Women 18-49** (378,000 vs. 357,000) **and by 8% in Females 12-34** (386,000 vs. 357,000). Impressively, **this marked the network's 15th consecutive month posting year-to-year increases in Women 18-34, and its 14th month running in Females 12-34.**

April 2012 Programming Highlights:

- "**The Secret Life of the American Teenager**" **ranked as the month's #1 cable series in Females 12-34** (1.1 million/2.4 rating), **the #1 scripted cable series in Women 18-34** (708,000/2.1 rating) **and the #2 scripted cable series in Women 18-49** (949,000 /1.5 rating).

- **"The Blind Side"** (4/15/12) **stood as cable's #1 movie in Adults 18-49** (1.4 milion/1.1 rating)**, Women 18-49** (904,000/1.4 rating)**, Viewers 12-34** (1.2 million/1.3 rating) **and Females 12-34** (821,000/1.8 rating), **while "Beauty and the Beast"** (4/14/12) **was cable's #1 movie Adults 18-34** (833,000/1.2 rating) **and Women 18-34** (594,000/1.8 rating)**.**

    - Overall, **ABC Family held the month's Top 3 movies in Women 18-49 and 5 of the Top 6 in Women 18-34.**

Source: NTI, U.S. ratings, most current, *April 2012: 3/26/12 – 4/29/12; April 2011: 3/28/11-4/24/11. Streaks include ties on rating. Series rank based on trackage data with minimum 2 telecasts.]*

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