Primetime Ratings for 2Q 2012 - *Final National Ratings*

2Q 2012 is ABC Family's Most-Watched 2Q on Record in Women 18-34;
Ranks as Cable's #2 Network in Females 12-34 and #3 in Women 18-34;
Posts 9th Consecutive Quarter of Year to Year Gains in Women 18-34

"Pretty Little Liars" Ranks as Cable TV's #1 Series in Viewers 12-34 and Females 12-34 and Basic Cable's #1 Scripted Series in Women 18-34

"Bunheads" Bucks the Trend, Surging by Double-Digit Percentages in Week 2;
"Baby Daddy" Premieres as the Network's #2 Comedy Launch of All Time; "Melissa & Joey" Hits Series/Season Highs in Target Demographics

"Beauty and the Beast" is the #1 Cable Movie in Adults 18-34 and Women 18-34; "The Blind Side" is the #1 Cable Movie in Women 18-49;

2Q 2012 Prime Highlights:

Driven by established original hits, most notably "Pretty Little Liars" and "The Secret Life of the American Teenager," and newcomers, "Bunheads" and "Baby Daddy," ABC Family recorded its most-watched 2Q in the network's history in Women 18-34 (248,000), **posting an impressive 9th consecutive quarter of year over year increases in the target demo, and delivered its 2nd-most-watched 2Q ever in Adults 18-34** (340,000), **Women 18-49** (387,000), **Viewers 12-34** (518,000) **and Females 12-34** (388,000).

ABC Family ranked as cable TV's #2 network in Females 12-34 and the #3 cable TV network in Women 18-34, matching the network's 2nd best competitive showing on record in demos.

2Q 2012 Programming Highlights:

- "**Pretty Little Liars**" **stood as 2Q12's #1 cable TV series in Viewers 12-34** (2.0 million/2.2 rating) **and Females 12-34** (1.8 million/4.0 rating) **and the #1 scripted basic cable TV series in Women 18-34** (938,000/2.8 rating).

- Newcomer **"Bunheads" bucked the trend in its 2nd outing, surged by 18% in Adults 18-34** (480,000 vs. 407,000) **and by 28% in Women 18-34** (416,000 vs. 326,000), **saw solid increases in Adults 18-49** (+8% - 792,000 vs. 735,000) **and Women 18-49** (+5% - 658,000 vs. 626,000), **and retained 100% of its Total Viewer audience** (1.64 million).

- Also newcomer, **"Baby Daddy"** (6/20/12) **launched as the network's #2 comedy premiere on record in Total Viewers** (1.7 million), **Adults 18-34** (619,000), **Women 18-34** (492,000), **Adults 18-49** (935,000) **and Women 18-49** (732,000). Moreover, **"Baby Daddy" ranked as Wednesday's #1 cable telecast in Prime in Females 12-34** (679,000) **and was the #2 cable telecast for the entire day in Women 18-34**, right behind "Melissa & Joey."

- **Leading into the launch of "Baby Daddy," an all-new "Melissa & Joey"** (6/20/12) **delivered a series high in Women 18-34** (510,000), **and set season two highs in Total Viewers** (1.5 million), **Adults 18-34** (626,000), **Adults 18-49** (937,000), **Women 18-49** (730,000), **Viewers 12-34** (798,000) and **Females 12-34** (646,000)**, ranking as Wednesday's #1 cable telecast in Women 18-34.**

- **Theatrical "The Blind Side"** (4/15/12) **stood as cable TV's #1 movie in Women 18-49** (904,000/1.4 rating), **while animated feature, "Beauty & the Beast"** (4/14/12) **ranked as the #1 cable movie in Adults 18-34** (833,000/1.2 rating) **and Women 18-34** (594,000/1.8 rating).

Source: NTI, U.S. ratings, most current, *2Q 2012: 3/26/12 – 6/24/12; 2Q 2011: 3/28/11-6/26/11. Streaks include ties on rating. Series rank based on trackage data.]*