Ratings Highlights Disney Junior on Disney Channel for 2Q 2012 Final National Ratings

Disney Junior Delivers 2Q Highs for Disney Channel

"Doc McStuffins" is Cable TV's #1 Series in Kids 2-5, Boys 2-5 and Girls 2-5 and the #1 Preschool Cable TV Series in Women 18-49

"Doc McStuffins," "Jake and the Never Land Pirates" and "Mickey Mouse Clubhouse" Are Cable TV's Top 3 Series in Boys 2-5, Marking Disney Channel's 6th Consecutive Quarter With the #1 Series in the Demos

Disney Junior: 2Q12 Highlights:

Powered by "Doc McStuffins," "Jake and the Never Land Pirates" and "Mickey Mouse Clubhouse," Disney Junior on Disney Channel recorded the network's best 2Q ratings in Kids 2-5 (521,000/3.1 rating - tie), **Girls 2-5** (246,000/3.0 rating) **and Women 18-49** (279,000/0.4 rating), **and delivered its 2nd-largest 2Q Total Viewer audience** (1.39 million) **in the daypart in the network's history.**

- "**Doc McStuffins**" **was easily the #1 cable TV series in Kids 2-5** (751,000/4.5 rating), **Boys 2-5** (384,000/4.5 rating) **and Girls 2-5** (367,000/4.5 rating), **and was the #1 preschool cable TV series of the quarter in Women 18-49** (369,000/0.6 rating). Moreover, **the series accounted for the Top 5 cable TV telecasts in Kids 2-5 and the Top 4 cable TV preschool telecasts with Moms**.
    - Impressively, **this marked the 6th consecutive quarter the Disney Junior block has delivered the #1 cable TV series in Boys 2-5**.
- In Boys 2-5, **the Disney Junior block accounted for the Top 3 cable TV series**:

Program	Net	Start	End	Day (s)	Dur	# t/c	M2-5 US AA	M2-5 000s
DOC MCSTUFFINS	DSNY	10:00 AM	10:25 AM	MTWTFSS	25	92	4.5	384
JAKE AND THE NEVER LAND PIRATES	DSNY	8:30 AM	8:55 AM	MTWTFSS	25	97	4.3	370
MICKEY MOUSE CLUBHOUSE	DSNY	VAR	VAR	MTWTFSS	25	243	4.1	350

- In Women 18-49, **the Disney Junior block held cable TV's Top 3 preschool series**:

Program	Net	Start	End	Day (s)	Dur	# t/c	F18-49 US AA	F18-49 000s
DOC MCSTUFFINS	DSNY	10:00 AM	10:25 AM	MTWTFSS	25	92	0.6	369
JAKE AND THE NEVER LAND PIRATES	DSNY	8:30 AM	8:55 AM	MTWTFSS	25	97	0.5	342
MICKEY MOUSE CLUBHOUSE	DSNY	VAR	VAR	MTWTFSS	25	243	0.5	331

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 30 worldwide.

Source: NTI, U.S. ratings, most current, *2Q 2012: 3/26/12 – 6/24/12; 2Q 2011: 3/28/10 - 6/24/11. Series ranks based on program data.]*