Investigation Discovery Delivers Best April Ever – and Ranks in the top 5 for Daytime and top 10 for Total Day Among Women

Investigation Discovery continued its ratings momentum, achieving its best April in network history in prime for P2+ (624k); P25-54 (286k); W25-54 (188k) and W18-49 (159k) and marking its 36th consecutive month of year-over-year prime gains for P2+, P25-54 and W25-54 delivery.

ID also continued its daytime domination, ranking #5 for delivery of W25-54 (142k) and #8 for delivery of P25-54 (206k) in ad-supported cable, excluding kids networks. Among W25-54, only USA, TNT, TBS and A&E delivered more female viewers. Year to date, ID is #4 in daytime for delivery of W25-54 in ad-supported cable, excluding kids networks.

In total day, ID also delivers P25-54 and W25-54 among the top cable networks, ranking #8 for W25-54 and #10 for P25-54 for April and pacing at #8 for W25-54 and #11 for P25-54 year-to-date, excluding kids networks.

Series and specials driving the April surge in prime included the ID Films presentation of ***The Woman Who Wasn't There***, which garnered ID its best Tuesday in network history and ranked #7 for W25-54 and #13 for P25-54 delivery in its timeslot. The film was viewed by more than 6 million P2+ over four airings. Top series for the month included ***Unusual Suspects*** (906k P2+), ***Scorned: Love Kills*** (856k P2+), and ***Fatal Encounters*** (781k P2+).

For April 2012, ID ranked #1 in Prime (24 min. P25-54, 27 min. W25-54) & Total Day (44 min. P25-54, 50 min. W25-54) for Length of Tune in all of television.*

<u>April 2012 vs. April 2011: Primetime Delivery</u>

P2+	+23% (624k vs. 507k)
HH	+23% (520k vs. 423k)
P25-54	+27% (286k vs. 225k)
W25-54	+33% (188k vs. 141k)
P18-49	+35% (241k vs. 178k)
W18-49	+41% (159k vs. 113k)

<u>April 2012 vs. April 2011: Total Day Delivery</u>

P2+	+44% (562k vs. 391k)
HH	+45% (490k vs. 337k)
P25-54	+53% (287k vs. 187k)
W25-54	+59% (181k vs. 114k)
P18-49	+58% (249k vs. 158k)
W18-49	+65% (162k vs. 98k)

* Source: The Nielsen Company, Live data, NHI Calendar, 3/26/12 – 4/29/12, Time Period Based Dayparts, Total Day (M-Su 6a-6a) & Prime (M-Su 8-11p), excludes Kids and Non-English Speaking networks