March 2012:

During March 2012, Disney Channel **completed its take over of the kids' TV landscape**, ranked as **cable TV's #1 network in Total Day for the first time in the network's history in Total Viewers**, delivered **its first outright #1 rank across all TV in Kids 2-11** and was the **#1 TV network for the 11th consecutive month in Kids 6-11** and for the **23rd straight month in Tweens 9-14**. Disney Channel surpassed Nickelodeon by substantial margins across target demos, including by 23% in Kids 6-11 and by 40% in Tweens 9-14, marking the network's 9th consecutive month holding a double-digit percent advantage in both Kids 6-11 and Tweens 9-14. In Prime, Disney Channel extended its streak as TV's No. 1 network to 85 consecutive months in Kids 6-11 and to 79 straight months in Tweens 9-14. Moreover, **Shake It Up** ranked as TV's #1 series in March 2012 in Kids 6-11 and Tweens 9-14, and the #1 live-action TV series in Kids 2-11.

1Q 2012:

In 1Q 2012, Disney Channel was **TV's #1 network in Total Day for the 12th consecutive quarter in Tweens 9-14** and **for the 4th consecutive quarter in Kids 6-11**, overshadowing Nickelodeon by double-digit percent margins for the 3rd straight quarter, and tied the key competitor as TV's #1 network for the 1st-time ever Kids 2-11. In Prime, Disney Channel's dominance extended to 28 consecutive quarters in Kids 6-11 and to 51 quarters running in Tweens 9-14. The series finale of **Wizards of Waverly Place stood as cable TV's #1 scripted telecast in Total Viewers** (11.335 million), and was the #1 TV telecast across all kids.