Ratings Highlights for April 2012 -- Final National Ratings

Disney XD Delivers its Most-Watched April in Prime Ever Across Target Demos

~Posts Record 40th Straight Month of Year-to-Year Gains in Kids 6-11
~Tops Nicktoons by Double-Digit Percentages Across All Kid Demographics

Original Series "Pair of Kings" Hits Series Highs Across Target Boy Demos

April 2012 – Prime

Driven by the Season Two finale of "Pair of King," the series' #1 telecast ever in target demos, and the ongoing success of hit series "Lab Rats" and "Kickin' It," April 2012 ranked as Disney XD's most-watched April in the network's history (includes its 10 years as Toon Disney) **in Prime in Total Viewers** (394,000), **Kids 6-14** (220,000), **Boys 6-14** (139,000), **Kids 6-11** (173,000), **Boys 6-11** (109,000), **Tweens 9-14** (147,000) **and Boys 9-14** (96,000).

- **Disney XD has grown its Prime audience year to year for 40 consecutive months in Kids 6-11 – the longest streak of its kind among all kid networks – and for 16 consecutive months in Kids 6-14 and Tweens 9-14.**

- **Disney XD easily surpassed Nicktoons, topping the key competitor across all demos: by 20% in Kids 2-11** (224,000 vs. 187,000), **by 42% in Kids 6-14** (220,000 vs. 155,000), **by 20% in Boys 6-14** (139,000 vs. 116,000), **by 43% in Kids 6-11** (173,000 vs. 121,000), **by 24% in Boys 6-11** (109,000 vs. 88,000), **by 55% in Tweens 9-14** (147,000 vs. 95,000) **and by 32% in Boys 9-14** (96,000 vs. 73,000).

- Year to year, **Disney XD registered double-digit percent gains across all demos: Total Viewers** (+21% -- 394,000 vs. 325,000), **Kids 6-14** (+20% -- 220,000 vs. 184,000), **Boys 6-14** (+16% --139,000 vs. 120,000), **Kids 6-11** (+18% -- 173,000 vs. 147,000), **Boys 6-11** (+11 -- 109,000 vs. 98,000), **Tweens 9-14** (+27% -- 147,000 vs. 116,000) **and Boys 9-14** (+23% -- 96,000 vs. 78,000).

Programming Highlights:

- **The Season Two finale of** "**Pair of Kings**" (4/16/12, 8:30 – 9:30 p.m.) **hit series highs in Boys 2-11** (332,000/1.6 rating), **Boys 6-14** (412,000/2.2 rating), **Boys 6-11** (304,000/2.4 rating), **Tweens 9-14** (538,000/2.2 rating) **and Boys 9-14** (339,000/2.8 rating), **and was the series' #2 telecast ever in Kids 2-11** (576,000/1.4 rating), **Kids 6-14** (680,000/1.9 rating) **and Kids 6-11** (516,000/2.1 rating)**.**

Disney XD is a basic cable channel and multi-platform brand showcasing a compelling mix of live-action and animated programming for Kids age 6-14, hyper-targeting boys and their quest for discovery, accomplishment, sports, adventure and humor. Disney XD branded content spans

television, online, mobile and VOD platforms. The programming includes series, movies and short-form, as well as sports-themed programming developed with ESPN. In the U.S., Disney XD is seen on a 24-hour, advertiser supported network that reaches over 78 million households via its basic cable and satellite affiliates.

Source: NTI, U.S. ratings, most current, *April 2012: 3/26/12-4/29/12; April 2011: 3/28/11-4/24/11;*

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Disney Channel Extends Record-Streak as TV's #1 Network in Total Day to 12 Consecutive Months in Kids 6-11, to 24 Consecutive Months in Tweens 9-14 and to 3 Consecutive Months in Kids 2-11

Wins by Double-Digits for the 10th Straight Month in Kids 6-11/Tweens

"Shake It Up" is TV's #1 Series in Kids 2-11, Kids 6-11 and Tweens 9-14; "Phineas and Ferb" is the #1 Animated TV Series Across Target Kids

Disney Channel April 12 Total Day and Prime Highlights

Continuing its dominance of the kids' television landscape, during April 2012, Disney Channel ranked as the #1 network in Total Day for the 3rd consecutive month in Kids 2-11 (871,000/2.1 rating)**, for the 12th consecutive month in Kids 6-11** (557,000/2.3 rating) **and for the 24th consecutive month in Tweens 9-14** (455,000/1.9 rating) – **all records for the network**.

In Total Viewers, Disney Channel shared top rank with Nickelodeon (0.5 ratings a piece), **an impressive result given Nickelodeon's 33% advantage one year earlier, in April 2011** (0.6 rating vs. 0.8 rating).

Disney Channel surpassed Nickelodeon by 4% in Kids 2-11 (871,000 vs. 835,000), **by 27% in Kids 6-11** (557,000 vs. 437,000) **and by 39% in Tweens 9-14** (455,000 vs. 328,000), **marking the network's 10th straight month holding a double-digit percent advantage in the latter two demos.**

In Prime, Disney Channel extended its streak as TV's #1 network to 86 consecutive months in Kids 6-11 (1.0 million/4.2 rating) **and to 81 months in a row in Tweens 9-14** (822,000/3.4 rating), **and was the #2 cable network in Total Viewers** (2.2 million)**.**

- **Disney Channel held the month's Top 3 TV series in Kids 2-11:**

Program	Net	Start	End	Day	Dur	# t/c	P2-11 US AA	P2-11 000s
SHAKE IT UP	DSNY	8:30 PM	9:00 PM	.....S	30	2	5.0	2062
A.N.T. FARM	DSNY	8:30 PM	9:00 PM	....F..	30	2	4.9	2006
PHINEAS AND FERB	DSNY	9:00 PM	9:30 PM	....F..	30	2	4.8	1974

- **Disney Channel held the month's Top 6 TV series in Kids 6-11:**

Program	Net	Start	End	Day	Dur	# t/c	P6-11 US AA	P6-11 000s
SHAKE IT UP	DSNY	8:30 PM	9:00 PM	.....S	30	2	7.0	1713
A.N.T. FARM	DSNY	8:30 PM	9:00 PM	....F..	30	2	6.9	1695
AUSTIN & ALLY	DSNY	8:00 PM	8:30 PM	.....S	30	2	6.3	1541
PHINEAS AND FERB	DSNY	9:00 PM	9:30 PM	....F..	30	2	6.2	1514
JESSIE	DSNY	8:00 PM	8:30 PM	....F..	30	3	6.1	1505
FISH HOOKS	DSNY	9:00 PM	VAR	....F..	23	2	6.0	1474

- **Disney Channel held the month's #1 TV series in Tweens 9-14, and 6 of the Top 7:**

Program	Net	Start	End	Day	Dur	# t/c	P9-14 US AA	P9-14 000s
SHAKE IT UP	DSNY	8:30 PM	9:00 PM	.....S	30	2	6.3	1519
ICARLY	NICK	8:00 PM	8:30 PM	.....S.	30	3	6.0	1429
AUSTIN & ALLY	DSNY	8:00 PM	8:30 PM	.....S	30	2	5.9	1411
A.N.T. FARM	DSNY	8:30 PM	9:00 PM	....F..	30	2	5.8	1386
PHINEAS AND FERB	DSNY	9:00 PM	9:30 PM	....F..	30	2	4.9	1173
JESSIE	DSNY	8:00 PM	8:30 PM	....F..	30	3	4.8	1157
FISH HOOKS	DSNY	9:00 PM	VAR	....F..	23	2	4.3	1042

Source: NTI, U.S. ratings, most current. April 2012: 3/26/12-4/29/12; April 2011: 3/28/11-4/24/11. Total Day ranks include ties based on rating; Series ranks based on 000s, then rating. Series ranks based on trackage data with minimum 2 telecasts.

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.]*