



December 30, 2009

Ratings Highlights for 2009 -- Final National Ratings

Disney XD Delivers Record-Setting Year in 2009

2009 is Disney XD's Most-Watched Year on Record in Prime and Total Day in Total Viewers and Target Kid and Boy Demographics

In Total Day, Disney XD Delivers the Largest Growth of All Kid-Targeting Cable Networks Across Core Kid and Boy 6-14, 6-11 and 9-14 Demos

Disney XD is Cable's Growth Leader in Prime in Tweens 9-14, and Leads All Kid-Targeting Nets in Gains Across Key Demos

Since its Re-Launch on 2/13/09, Disney XD Posts Solid Double-Digit Percent Gains Over Toon Disney in Prime and Total Day Across-the-Board

2009

Driven series like "Phineas and Ferb," "The Suite Life on Deck" and "Naruto Shippuden," along with Disney theatricals "Cars," "The Incredibles" and "Ratatouille," Disney XD delivered its **largest annual audience in the net's history in Total Day** (includes Toon Disney) in **Total Viewers** (260,000) and **across all key kid targets** including **Kids 6-14** (118,000), **Boys 6-14** (74,000), **Kids 6-11** (94,000) and **Boys 6-11** (59,000), posting solid double-digit percent increases in all key breaks.

- Impressively, **Disney XD was the growth leader among all kid-targeting cable networks in Total Day in Kids 6-14** (+42% - 118,000 vs. 83,000), **Boys 6-14** (+35% - 74,000 vs. 55,000), **Kids 6-11** (+36% - 94,000 vs. 69,000), **Boys 6-11** (+28% - 59,000 vs. 46,000), **Tweens 9-14** (+59% - 70,000 vs. 44,000) and **Boys 9-14** (+61% - 45,000 vs. 28,000).
- Since its re-launch on 2/13/09, **Disney XD exceeded year-ago Toon Disney averages in Total Day across all key demos including by 13% in Total Viewers** (260,000 vs. 230,000), **by 43% in Kids 6-14** (120,000 vs. 84,000) and **by 36% in Boys 6-14** (76,000 vs. 56,000).

In Prime, **2009 was Disney XD's most-watched year on record in Total Viewers** (310,000) and in **target measures Kids 6-14** (141,000), **Boys 6-14** (91,000), **Kids 6-11** (112,000), **Tweens 9-14** (82,000) and **Boys 9-14** (55,000).

- Echoing Total Day results, **Disney XD was the 2009's growth leader among all cable networks in Tweens 9-14** (+95% - 82,000 vs. 42,000), and **the leader of all kid cable networks in Kids 6-14** (+55% - 141,000 vs. 91,000), **Boys 6-14** (+34% - 91,000 vs. 68,000), **Kids 6-11** (+44% - 112,000 vs. 78,000), **Boys 6-11** (+22% - 72,000 vs. 59,000) and **Boys 6-14** (+83% - 55,000 vs. 30,000).
- Since the net's re-launch on 2/13/09, **Disney XD out-delivered year-ago Toon Disney averages by solid double-digit percentages across the board including by 19% in Total Viewers** (308,000 vs. 258,000), **by 60% in Kids 6-14** (144,000 vs. 90,000) and **by 40% in Boys 9-14** (94,000 vs. 67,000).

Source: NMR, final national U.S. ratings, most current, 2009: 12/28/08-12/27/09; Year-Ago: 12/31/07-12/28/08, Live + 7. Prime: M-Su., 8-11:00 p.m.; Total Day, M-Su, 6 a.m. – 6 a.m.). Disney XD: 2/13/09-12/28/09. Toon Disney: 2/15/08-2/28/08. Kid-targeted networks excludes pre-school targeted Nick Jr.

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