



December 8, 2009

**Quick Take for Week of Nov. 30 – Dec. 6, 2009
Final Ratings**

**The Premiere of “Phineas and Ferb Christmas Vacation” on Disney XD Ranks
as the Net’s No. 1 Telecast Ever in Total Viewers and Across All Key Kids
Demos**

**Sunday’s No. 1 Animated TV Telecast Across All Core Boy Demos,
“Phineas and Ferb Christmas Vacation” Stands as the Week’s
No. 1 Animated Telecast in Prime in Boys 6-11**

**“Phineas and Ferb Christmas Vacation” Ranks as TV’s No. 1 Program in the
Time Period in All Target Kid Demos, and is Cable’s No. 3 Telecast in Viewers**

**Disney XD Delivers its Most-Watched Week of All Time Across All Demos,
with Sunday and Saturday Becoming the Net’s Top 2 Most-Watched Days Ever**

“Phineas and Ferb Christmas Vacation” (Sunday, 8:00 – 8:45 p.m.)

The premiere of “Phineas and Ferb Christmas Vacation” on Sunday became Disney’s XD’s No. 1 telecast on record (includes Toon Disney) in **Total Viewers** (2.62 million), **Kids 6-14** (1.30 million/5.1 rating), **Boys 6-14** (774,000/6.0 rating), **Kids 6-11** (1.11 million/6.5 rating), **Boys 6-11** (660,000/7.6 rating), **Tweens 9-14** (800,000/4.7 rating) and **Boys 9-14** (477,000/5.5 rating).

Impressively, “Phineas and Ferb Christmas Vacation” **ranked as Sunday’s No. 1 animated telecast on all TV in Boys 6-14, Boys 6-11 and Boys 9-14**. In fact, **among all of the week’s prime animated cable offerings**, “Phineas and Ferb Christmas Vacation” **placed No. 1 in Boys 6-11 and finished No. 2 in Boys 6-14 and Boys 9-14**.

- In its time period, “Phineas and Ferb Christmas Vacation” **ranked as TV’s No. 1 program in Kids 6-14, Boys 6-14, Kids 6-11, Boys 6-11, Tweens 9-14 and Boys 9-14**, and was **cable’s No. 3 telecast in Total Viewers** (2.62 million).
- Powered by the all-day “Phineas and Ferb” marathon, Sunday, December 6, 2009 now stands as **Disney XD’s most-watched day in the network’s history in Total Day** (includes Toon Disney), **across all demos, including Total Viewers** (975,000), **Kids 6-14** (445,000), **Boys 6-14** (268,000), **Kids 6-11** (384,000) and **Boys 6-11** (228,000).
- “Phineas and Ferb Christmas Vacation” **posted massive triple and quadruple digit percent gains over year-ago time period levels (12/7/08) across-the-board, including by 826% in Total Viewers** (2.62 million vs. 283,000), **by 2789% in Kids 6-14** (1.30 million vs. 45,000) and **by 2319% in Boys 6-14** (774,000 vs. 32,000).

Week of November 30, 2009

- Driven by the weekend “Phineas and Ferb” marathons, **the week of November 30, 2009 stood as Disney XD’s most-watched week on record in Total Day** (includes Toon Disney) **across the board: Total Viewers** (395,000), **Kids 6-14** (182,000), **Boys 6-14** (109,000), **Kids 6-11** (153,000), **Boys 6-11** (91,000), **Tweens 9-14** (105,000) and **Boys 9-14** (65,000).
 - Versus the year-ago week, **Disney XD nearly doubled delivery in Total Viewers** (+93% - 395,000 vs. 205,000), and **more than doubled in Kids 6-14** (+146% - 182,000 vs. 74,000), **Boys 6-14** (+132% - 109,000 vs. 47,000), **Kids 6-11** (+159% - 153,000 vs. 59,000) and **Boys 6-11** (+139% - 91,000 vs. 38,000).
- Likewise, **in Prime, Disney XD reached new weekly highs across all demos, specifically in Total Viewers** (512,000), **Kids 6-14** (251,000), **Boys 6-14** (152,000), **Kids 6-11** (204,000) and **Boys 6-11** (124,000).
 - Year-to-year increases were even greater in Prime, as **Disney XD more than doubled delivery in Total Viewers** (+124% - 512,000 vs. 229,000), **Boys 6-14** (+198% - 152,000 vs. 51,000) and **Boys 6-11** (+182% - 124,000 vs. 44,000), and **more than tripled in Kids 6-14** (+226% - 251,000 vs. 77,000) and **Kids 6-11** (+219% - 204,000 vs. 64,000).
- Also powered by an all-day “Phineas and Ferb” marathon, **Saturday, December 5, 2009 wrapped as Disney’s XD’s second-most-watched day on record in Total Day across-the-board, specifically in Total Viewers** (730,000), **Kids 6-14** (345,000), **Boys 6-14** (206,000), **Kids 6-11** (293,000) and **Boys 6-11** (174,000).

Disney XD is a basic cable channel and multi-platform brand that showcases 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 premiered on a 24-hour, advertiser supported network (formerly known as Toon Disney) that reaches over 74 million households via its basic cable affiliates.

Source: NMR, final national Coverage Ratings/000s, 11/30/09-12/6/09, Live + Same Day. Disney XD: 2/13/09-12/06/09. Toon Disney: Prior to 2/13/09.

[Click here for last night’s Zeke & Luther episodic photography](#)

Press Contact: Catherine Lord (818) 460-6628 catherine.lord@disney.com
Patti McTeague (818) 955-6743 patti.mcteague@disney.com

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