



March 30, 2010

Ratings Highlights for 1Q 2010 -- Final National Ratings

1Q10 Wraps as Disney XD's Most-Watched Quarter of All Time in Prime in Total Viewers and Target Kid Categories

Delivers the Largest Growth of All Kid-Targeting Cable Networks Across All Target Kid and Boy Demographics in Prime and Total Day

Launches Original Series "I'm in the Band" and "Kick Buttowski" to Record Ratings in Total Viewers and Across All Kid and Boy Demos

1Q 2010 Prime and Total Day Highlights

Fueled by the record-setting debuts of original series "Kick Buttowski" and "I'm in the Band," along with continued strong performances from key series "Zeke and Luther" and "Phineas and Ferb," Disney XD delivered its largest quarterly audience in the net's history in Prime (includes Toon Disney) in **Total Viewers** (319,000) and **Boys 9-14** (66,000), and 2nd-most-watched quarter of all time in **Kids 6-14** (156,000), **Boys 6-14** (102,000), **Kids 6-11** (122,000), **Boys 6-11** (77,000) and **Tweens 9-14** (97,000).

Impressively, **Disney XD was the growth leader among all kid-targeting cable networks in Prime** in **Kids 6-14** (+29% - 156,000 vs. 121,000), **Boys 6-14** (+32% - 102,000 vs. 77,000), **Kids 6-11** (+22% - 122,000 vs. 100,000), **Boys 6-11** (+22% - 77,000 vs. 63,000), **Tweens 9-14** (+43% - 97,000 vs. 68,000) and **Boys 9-14** (+47% - 66,000 vs. 45,000).

In Total Day, **1Q10 wrapped as Disney XD's most-watched 1Q on record across target measures including Total Viewers** (265,000), **Kids 6-14** (122,000) and **Boys 6-14** (79,000). In addition, **Disney XD was the quarter's growth leader among all kid cable networks in Kids 6-14** (+20% - 122,000 vs. 102,000), **Boys 6-14** (+25% - 79,000 vs. 63,000), **Kids 6-11** (+20% - 98,000 vs. 82,000), **Boys 6-11** (+26% - 63,000 vs. 50,000), **Tweens 9-14** (+22% - 72,000 vs. 59,000) and **Boys 9-14** (+24% - 47,000 vs. 38,000).

1Q 2010 Programming Highlights

- In its debut on Monday, January 18, 2010, original series "I'm in the Band" (7:00 - 7:30 p.m.) launched as **Disney's XD's No. 1 series premiere ever** (includes Toon Disney) in **Total Viewers** (863,000), and **at the time of its premiere qualified as the net's No. 1 series debut across the net's core kid and boy demos: Kids 6-14** (528,000), **Boys 6-14** (325,000), **Kids 6-11** (358,000), **Boys 6-11** (241,000), **Tweens 9-14** (375,000) and **Tween Boys** (231,000). Moreover, "I'm in the Band" **posted the net's best numbers in the half-hour ever in Tweens 9-14 and Tween Boys**.
- On Saturday, February 13, 2010, "Kick Buttowski" overtook "I'm in the Band" as **Disney's XD's No. 1 series premiere in the net's history** (includes Toon Disney) **across the net's core kid and boy demos: Kids 6-14** (528,000), **Boys 6-14** (325,000), **Kids 6-11** (358,000), **Boys 6-11** (241,000), **Tweens 9-14** (375,000) and **Tween Boys** (231,000). In Total Viewers, **it became the net's No. 1**

animated series premiere ever (832,000) and ranked No. 2 overall, behind only “I’m in the Band.”

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 75 million households via its basic cable affiliates. Disney XD recently launched in the UK, France, Spain, Denmark, Sweden, Norway, Poland, Greece, Turkey, Latin America and Japan.

Source: NMR, final national U.S. ratings, most current, 1Q10: 12/28/09-3/28/10; Year-Ago: 12/29/08-3/29/09, Live + 7. Prime: M-Su., 8-11:00 p.m.; Total Day, M-Su, 6 a.m. – 6 a.m.). Kid-targeted networks excludes pre-school targeted Nick Jr.

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