



March 2, 2010

Ratings Highlights for February 2010 -- Final National Ratings

Disney XD Sets Records in February in Prime and Total Day in Total Viewers and Across All Target Kids Demos

Launches No. 1 Original Series of All Time with "Kick Buttowski"

Leads All Kid Cable Networks in Year-to-Year Growth Across All Key Kids

February 2010

Emerging as the **biggest year-to-year gainer once again among kid-targeted cable networks**, February 2010 wrapped as Disney XD's most-watched February in the net's history (includes Toon Disney) in **Total Day in Kids 6-14** (121,000), **Boys 6-14** (79,000), **Kids 6-11** (98,000), **Boys 6-11** (63,000), **Tweens 9-14** (71,000) and **Boys 9-14** (48,000). In addition, the network also hit all time **February highs in Total Viewers** (269,000).

- Disney XD **delivered the largest year-to-year growth of any cable network targeting kids in Kids 6-14** (+17%), **Boys 6-14** (+22%), **Kids 6-11** (+20%), **Boys 6-11** (+24%), **Tweens 9-14** (+22%) and **Boys 9-14** (+26%).
- Versus Toon Disney's year-ago performance, **Disney XD's ratings surged by double-digit percent margins across all core demos, including by 17% in Kids 6-14** (121,000 vs. 103,000) and **by 22% in Boys 6-14** (79,000 vs. 65,000).
- Impressively, **Disney XD has increased its audience year to year in each month since its launch, with the streak at 13 consecutive months** across all target kid and boy demos (dates back to Feb 09), **including by double-digit percentages in at least 11 straight months across-the-board.**

In Prime, **Disney XD registered new February highs across all kid demos: Kids 6-14** (157,000), **Boys 6-14** (100,000), **Kids 6-11** (121,000), **Boys 6-11** (74,000), **Tweens 9-14** (97,000) and **Boys 9-14** (64,000).

- **Cable's growth leader among kid-targeted cable nets** across all target kid demos, Disney XD delivered its **13th consecutive month of double-digit year-to-year percent increases in Kids 6-14** (+28% - 157,000 vs. 123,000), **Kids 6-11** (+20% - 121,000 vs. 101,000), **Tweens 9-14** (+43% - 97,000 vs. 68,000) and **Boys 9-14** (+42% - 64,000 vs. 45,000), and **12th straight month in Boys 6-14** (+28% - 100,000 vs. 78,000).

Programming Highlights

- On Saturday, February 13, **“Kick Buttowski”** (8:30 – 9:00 a.m.) launched as **Disney’s XD’s No. 1 series premiere in the net’s history** (includes Toon Disney) **in Total Viewers** (842,000) and **across the net’s core kid and boy demos: Kids 6-14** (554,000), **Boys 6-14** (431,000), **Kids 6-11** (501,000), **Boys 6-11** (389,000), **Tweens 9-14** (322,000) and **Boys 9-14** (267,000).
- **“Kick Buttowski”** (Saturdays, 8:30 – 9:00 a.m.) **was the net’s No. 1 series in February 2010 across all demos including Total Viewers** (806,000), **Kids 6-14** (505,000/1.4 rating) and **Boys 6-14** (359,000/1.9 rating).
 - Based on coverage rating, **“Kick Buttowski” ranked an impressive No. 2 in its time period in Kids 6-14** (2.0 cvg. rating), **Kids 6-11** (2.6 cvg. rating), **Boys 6-11** (3.7 cvg. rating) and **Tweens 9-14** (1.6 cvg. Rating).
 - To date, **“Kick Buttowski” outperforms the year-ago time period average by huge margins including by 67% in Total Viewers** (806,000 vs. 484,000), **by 98% in Kids 6-11** (505,000 vs. 255,000) and **by 144% in Boys 6-14** (359,000 vs. 147,000).

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 nearly 76 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, unless otherwise noted. February 2010: 2/1/10-2/28/10. Prime: M-Su., 8-11:00 p.m.; Total Day, M-Su, 6 a.m. – 6 a.m.).

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

-- Disney XD --