



February 2, 2010

Ratings Highlights for January 2010 -- Final National Ratings

Disney XD Records All-Time January Highs in Prime and Total Day in Total Viewers and Across All Target Kids Demos

Disney XD Leads All Kid-Targeted Cable Networks in Year-to-Year Growth in Prime and Total Day Across All Core Kid Categories

Launching Mid-Month, Original Series "I'm in the Band" Becomes Disney XD's No. 1 Original Series Debut Ever in Total Viewers and Across All Key Kids

January 2010

The **biggest year-to-year gainer among kid-targeted cable networks**, Disney XD wrapped January 10 as the **most-watched January in the net's history** (includes Toon Disney) in **Total Day in Kids 6-14** (132,000), **Boys 6-14** (84,000), **Kids 6-11** (104,000), **Boys 6-11** (65,000), **Tweens 9-14** (79,000) and **Boys 9-14** (51,000). In addition, the month also qualified as the **net's most-watched January in Total Viewers** (273,000).

- Disney XD **delivered the largest year-to-year growth of any cable network** in **Kids 6-14** (+23%), **Boys 6-14** (+35%), **Kids 6-11** (+21%), **Boys 6-11** (+30%), **Tweens 9-14** (+30%) and **Boys 9-14** (+42%).
- Versus Toon Disney's year-ago performance, **Disney XD's ratings surged by double-digit percent margins across all core demos, including by 23% in Kids 6-14** (132,000 vs. 107,000) and **by 35% in Boys 6-14** (84,000 vs. 62,000).
- Impressively, **Disney XD has increased its audience year to year for 13 consecutive months across all target Kid and boy demos** (dates back to Jan 09), **including by double-digit percentages at least 10 straight months across-the-board.**

In Prime, **Disney XD registered new January highs across all kid demos: Kids 6-14** (154,000), **Boys 6-14** (102,000), **Kids 6-11** (119,000), **Boys 6-11** (77,000), **Tweens 9-14** (95,000) and **Boys 9-14** (68,000).

- **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** (+27% - 154,000 vs. 121,000), **Kids 6-11** (+18% - 119,000 vs. 101,000), **Tweens 9-14** (+44% - 95,000 vs. 66,000) and **Boys 9-14** (+79% - 68,000 vs. 38,000), and **11th straight month in Boys 6-14** (+44% - 102,000 vs. 71,000) and **Boys 6-11** (+28% - 77,000 vs. 60,000).

Programming Highlights

- On Monday, January 18, newest original series "I'm in the Band" (7:00 - 7:30 p.m.) launched as **Disney's XD's No. 1 series premiere in the net's history** (includes Toon Disney) in **Total Viewers** (863,000) and **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.**

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, January 2010: 12/28/09-1/31/10. Prime: M-Su., 8-11:00 p.m.; Total Day, M-Su, 6 a.m. – 6 a.m.).

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