



January 20, 2010

Quick Take for Monday, January 18, 2010 Final National Ratings

Original Series, "I'm in the Band" is Disney XD's No. 1 Original Series Debut Ever in Total Viewers and Across All Key Kid and Boy Demos

"Zeke and Luther" and "The Suite Life on Deck" Set Series Highs in Tween Boys

Monday, January 18 Stands as Disney XD's Most-Watched Monday on Record

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In its debut, 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**.

Powered by "I'm in the Band," "The Suite Life on Deck" and "Zeke and Luther," Monday, January 18, 2010 **now stands as Disney XD's most-watched Monday on record in Total Viewers (601,000), Kids 6-14 (371,000), Boys 6-14 (213,000), Kids 6-11 (281,000), Boys 6-11 (157,000), Tweens 9-14 (251,000) and Boys 9-14 (143,000)**.

- At 7 o'clock, "I'm in the Band" **dominated programming on Nicktoons** ("Fantastic Four: World's Greatest Heroes"), **surpassing the also mid-sized cable network by triple-digit percentages, including by 221% in Total Viewers (863,000 vs. 269,000), by 423% in Kids 6-14 (528,000 vs. 101,000) and by 378% in Boys 6-14 (325,000 vs. 68,000)**.
- Book-ending the series premiere of "I'm in the Band", "The Suite Life on Deck" (263,000) and "Zeke and Luther" (189,000) both **delivered series highs in key demo Tween Boys**.
- "I'm in the Band" **surged over year-ago time period levels (1/19/09)**, posting double to triple-digit percent gains in **Kids 6-14 (135% - 528,000 vs. 225,000), Boys 6-14 (120% - 325,000 vs. 148,000), Kids 6-11 (81% - 358,000 vs. 198,000), Boys 6-11 (80% - 241,000 vs. 134,000), Tweens 9-14 (155% - 375,000 vs. 147,000) and Tween Boys (103% - 231,000 vs. 114,000)**.

"I'm in the Band" follows Tripp Campbell as he joins his favorite "vintage" rock band, Iron Weasel, and becomes determined to help the band he idolizes make an epic comeback. He's certainly got his work cut out for him with the trio of rock star misfits whose stars have fallen so far that they can't even afford their own housing and are forced to share bunk beds in a guest room at Tripp's house. Nonetheless, in their own off the wall way, the three stooges will do their best to help Tripp steer through his teenage years with the goal of turning him into a bona fide rock star and giving him the chance to live out his dream.

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, 1/18/10, Live + Same Day. Series premieres ranked among all Disney XD/Toon Disney premieres (10/2/00-1/18/10).

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