



August 4, 2010

**Quick Take for Monday, August 2, 2010
Final National Ratings**

**Disney XD's Premiere of "Phineas and Ferb Summer Belongs to You"
Is Among the Channel's Top 3 Telecasts of the Year
in Total Viewers and Boys 6-11**

**Emmy-Winning Animated Hit's Second Most-Watched Telecast Ever
in Total Viewers and Key Kids and Boys Demos**

"Phineas and Ferb Summer Belongs to You" (Monday, 8:00 - 9:00 p.m.)

Disney XD's premiere of "**Phineas and Ferb Summer Belongs to You**" ranked in the channel's **top 3 telecasts of the year in Total Viewers** (1.32 million) and **Boys 6-11** (365,000/2.9 rating). The hour telecast on Monday is now the Emmy-winning animated series' **No. 2 telecast of all time on Disney XD in Total Viewers, Kids 6-14** (677,000/1.9 rating), **Boys 6-14** (435,000/2.3 rating), **Kids 6-11** (542,000/2.2 rating), **Boys 6-11** and **Boys 9-14** (235,000/1.9 rating), behind only December 2009's "Christmas Vacation."

- "**Phineas and Ferb Summer Belongs to You**" posted massive triple-digit percent gains over year-ago time period levels (8/3/09) across the board, including by **196% in Total Viewers** (1.32 million vs. 446,000), by **155% in Kids 6-14** (677,000 vs. 266,000) and by **127% in Boys 6-14** (435,000 vs. 192,000).

Source: Nielsen Media Research (National Ratings, Live + Same Day, 8/2/10). Ranks based on 000s, then rating, unless otherwise noted.

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