

nickelodeon™

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NICKELODEON

Launched in 1979, Nickelodeon has grown to become the most-watched television network by kids in the United States and basic cable's number-one network overall. Nickelodeon's "kids first" philosophy is the key element to its business successes, which in addition to television now include feature films, consumer products, records, online, recreation and publishing. Nickelodeon television programming is seen in more than 99 million households in the United States and has been the number-one rated basic cable network for 15 consecutive years.

Nickelodeon offers an innovative and diverse blend of original series programming, including comedy, adventure, variety, news and game shows created just for kids. Nickelodeon programming also includes a line-up of original animation known collectively as Nicktoons, many of which are produced at the network's state-of-the art animation studio in Burbank, California.

NETWORK PROGRAM FORMAT

Local Avails:	1 minute per hour (6am-9am, 11am-8pm) 2 minutes per hour (8pm-10pm)
Times:	Floating Avail Break #1: avail falls the second half-hour Floating Avail Break #2: (8p-10p): one avail per half-hour
Insertion Hours:	7 days a week; All day except from 9am-11am

NETWORK INFORMATION

Subscribers:	100.4 million <small>Source: Nielsen Cable Coverage Universe Estimates, February 2011</small>
Service Type:	Basic, Digital, VOD
Satellite Feed:	Dual
Launch Date:	August 1979
Ownership:	Viacom International

BENEFITS TO ADVERTISERS

- Nick has been the #1 rated network in Total Day for 16 consecutive years!
- Nickelodeon ended the 2009/10 kids' season with a superlative 2.99 K2-11 Total Day national rating, easily topping ALL kids' competitors!
- Nickelodeon finished the season with 55% of all kids 2-11 GRP's!
- Nickelodeon's Penguins of Madagascar, iCarly, SpongeBob SquarePants, Fanboy & Chum Chum and Big Time Rush reigned as the top programs during the 09-10 season on kids 2-11 and 6-11.
Source: Nielsen Media Research. LIVE. 08.31.09-08.29.10. First point based on K2-11 and 2Q05-3Q10.
- Nick is the #1 Basic Cable Network.
Source: NMR. LIVE. 09/10 Season. HHL, P2+, P2-11.
- 80% of kids 6-14 say their parents buy them what they ask for while going grocery shopping at the supermarket.
- 90% of parents of kids 6-14 say their child's influence over purchase has grown over the past year.
- More than half (58%) of parents of kids 6-14 say their child's influence over purchase has grown over the past year.
- And where there are kids, there are Moms, too! Nick is the #1 cable network delivering W18-49 w/kids <12 on a total day basis.

Sources: Penn, Schoen & Berland Associates Kids' Influence Study 2007. Nielsen Marketbreaks, 2009-2010 Kids' season (8/31/09-8/29/10). Based on Nick Total Day and each network's default TD daypart

RESEARCH

VIEWER TARGETED

Children: 2-5, 2-11, 6-11 Tweens: 9-14 Moms: W18-49 w/kids Families: A18-49 w/kids

VIEWER PROFILE

It's not just kids who watch! See Below for % composition by ages.

	Nickelodeon				Nickelodeon		
	A18+ % of Demo	A18+ Viewers % of Demo	Index		A18+ % of Demo	A18+ Viewers % of Demo	Index
Median Age	48.9	43		Child Age: 2-5 yrs.	11.72%	26.40%	225
Median HHI	\$59,500	\$58,700		Child Age: 6-11 yrs.	18.80%	36.48%	194
HHI \$75K+	38.63%	37.47%	97	Child Age: 12-17 yrs.	19.84%	27.84%	140
Median Number of Children in HH	2.3	2.4		Men	48.33%	40.32%	83
Home Owned	70.06%	66.24%	95	Women	51.67%	56.68%	115
White	76.61%	69.43%	91	American Indian or Alaskan Native	1.08%	1.22%	113
Black/African American	11.59%	17.08%	147	Asian	2.70%	2.29%	85
Spanish or Hispanic, Origin/Descent	13.53%	16.93%	125	Other	9.53%	12.16%	128

Source: MRI Doublebase 2010, weighted to Population (000) Base: A18+

VIEWER LIFESTYLE

	Nickelodeon		
	A18+ % of Demo	A 18+ Viewers % of Demo	Index
Subscription TV			
HH subscribes to digital cable	38.77%	47.82%	123
Watched any Video-On-Demand/past 12 months	17.75%	26.64%	150
HH has a digital video recorder (DVR)	31.71%	38.90%	123
Automotive			
Van/Minivan	10.17%	12.93%	127
Sport/Utility vehicle	28.42%	31.97%	112
Activities Online			
Visited a chat room	4.91%	7.48%	152
Used instant messaging	29.65%	38.95%	131
Played video games online	23.17%	36.25%	156
Obtained information for new or used car purchase	9.25%	11.91%	129
Looked for employment	15.21%	21.42%	141
Visited a TV network or TV show's website	18.24%	24.17%	132
Listened to radio on the internet	13.29%	16.79%	126
Downloaded music	19.91%	29.88%	150
Downloaded a TV program	3.04%	3.24%	107
Frequent Movie Goer and DVD Purchaser			
Movie attendance -2-3 times a month	6.62%	7.49%	113
Bought 3+ DVD's in a month	9.64%	12.59%	131
Electronic in the Home			
Cellular/digital phones: bought in the last 12 months	38.30%	44.37%	116

Source: MRI Doublebase 2010, weighted to Population (000)-Base: A18+

DAYPART VIEWING

Base: P2+		Audience Composition					Audience Composition		
Dayparts	Time	%K2-11	%K6-11	%K9-14	Dayparts	Time	%K2-11	%K6-11	%K9-14
Mon-Thur	6:30a-8p	55.9%	27.0%	19.5%	Mon-Fri	2p-6p	56.5%	30.1%	22.1%
Friday	12p-8p	56.0%	30.7%	22.7%	Mon-Thur	6p-8p	57.8%	37.5%	26.7%
Saturday	6a-10p	52.9%	34.9%	26.1%	Friday	6p-9p	56.7%	38.5%	28.4%
Sunday	12p-6p	54.5%	36.0%	26.5%	Saturday	8p-10p	54.3%	39.4%	32.0%
Mon-Fri	6:30a-9:30a	49.0%	24.3%	18.2%	Sunday	5p-8p	54.5%	36.7%	27.2%
Mon-Fri	9a-6p	56.8%	24.2%	17.5%					

Source: Nielsen Media Research, 12/28/09 - 12/26/10, LIVE. %COMP based on P2+.

PROGRAMMING

PROGRAMMING GENRES: Animation, Award Ceremonies, Comedy, Entertainment, Quiz/Audience Participation, Family, Kids, **Ethnic:** African American, Hispanic, Asian

VIEWER TARGETED PROGRAMMING

Nickelodeon Preschool - Kids 2-5 & their Parents: Series include *Go Diego, Go!*, *Dora the Explorer*, *The Fresh Beat Band*, *Max and Ruby*, *The Backyardigans*, *Team Umizoomi!*, *Yo Gabba Gabba*, *Bubble Guppies* and *Ni Hao, Kai-lan*.

Nickelodeon Animation - Kids 6-11: Nickelodeon Programming showcases the most-watched and most-loved of children's programs, including the two top-rated shows for kids of all ages: pop culture phenoms *SpongeBob SquarePants* and *The Fairly OddParents*. Other popular Nicktoons include *Fanboy and Chum Chum*, *Back at the Barnyard*, *The Mighty B!*, *The Penguins of Madagascar*, *Kung Fu Panda: The Series*, *Planet Sheen*, and *T.U.F.F. Puppy*.

Nickelodeon Live Action - Tweens 9-14: Tween-targeted programming is scheduled during Saturday and Sunday nights. Instant hits since their premieres, Nickelodeon's Tween-targeted shows continue to dominate the tween landscape, and include several of cable's top rated shows with tweens. Series include: *iCarly*, *True Jackson, VP*, *The Troop*, *Big Time Rush*, *Victorious*, *Power Rangers Samurai*, *Supah Ninjas*, *House of Anubis* and the new series *Bucket & Skinner's Epic Adventures*.

NEW PROGRAMS FOR 2011/POPULAR ESTABLISHED PROGRAMS

Kid's Choice Awards 2011 (Airs LIVE April 2):

The Nickelodeon *Kids' Choice Awards* empowers kids to select their favorites in music, movies, sports, television, books, and more.

Dora the Explorer:

Dora the Explorer is a play-along, animated adventure series starring Dora, a seven-year-old Latina heroine whose adventures take place in an imaginative, tropical world filled with jungles, beaches and rainforests.

SpongeBob SquarePants:

This character-driven 'toon chronicles the nautical and sometimes nonsensical adventures of SpongeBob, an incurably optimistic and earnest sea sponge, and his undersea friends.

Big Time Rush:

Big Time Rush is a series about friendship and brotherhood that chronicles the finding, making and breaking - of a potential chart-topping music group.

Victorious:

Victorious follows Tori Vega (Victoria Justice) a teen who unexpectedly finds herself navigating life at an elite performing arts high school.

Team Umizoomi:

Team Umizoomi combines action-adventure missions with an interactive math curriculum designed to help kids develop self-confidence in their math abilities and appreciate the many ways in which mathematics shapes their world.

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LEADING NATIONAL ADVERTISERS

Bandai	Kellogg's	Paramount Home Video
Buena Vista	Kraft	Paramount Pictures
Buena Vista Home Entertainment	Lego	Play Along
Burger King	Mattel	Playmate Toys
Campbell's	McDonald's	SONY Pictures
CEC Entertainment	Microgames of America	Spin Masters
FOX Filmed Entertainment	New Line Cinema	Universal Pictures
General Mills	Nintendo	Warner Brothers
Hasbro		

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