



July 19, 2016

## Record-Setting Kids' Choice Sports 2016 and Henry Danger Clinch Nickelodeon's 50th Straight Week at Number One

***Kids' Choice Sports 2016* and *Henry Danger* Each Reached Ratings Peaks this Week and Claimed Basic Cable's Top Spots with Kids 2-11 and Kids 6-11**

NEW YORK--(BUSINESS WIRE)-- Just as it finishes its 50th straight week at number one with Kids 2-11, Nickelodeon notched back-to-back wins this weekend with record-setting, best-ever performances from its third annual ***Kids' Choice Sports*** awards and ***Henry Danger***, the net's live-action hit which stands as the top-rated kids' show on all TV this year. *Kids' Choice Sports 2016* and *Henry Danger* also blitzed this week's basic cable rankings by settling into the top two spots with Kids 2-11 and Kids 6-11, with *Kids' Choice Sports 2016* a close second only to top-ranked *Henry Danger*.

Simulcast on Nickelodeon, Nicktoons and TeenNick, Nickelodeon's *Kids' Choice Sports 2016* (Sunday, July 17, 8-9:30, all times ET/PT) scored its highest K2-11 and K6-11 ratings to date, boasting double-digit increases among Kids 6-11 in particular. *Kids' Choice Sports 2016* posted a 4.6/1.3MM among K2-11 (up +5% over last year's show) and a 6.1/1.1MM with K6-11 (up +11%). The show also scored 2.5 million total viewers across Nick's TV platforms. Additionally, the show also was the top TV pick with Kids 2-11 and Kids 6-11 among the week's other sports-themed content, besting by triple digits shows like the 2016 ESPY Awards, ESPN Home Run Derby, and FOX's All Star Game.

Voting on [Nick.com](http://Nick.com) and the Nick Apps increased by +40% over last year.

Hosted for the second straight year by Seattle Seahawks two-time Super Bowl quarterback Russell Wilson, Nickelodeon's *Kids' Choice Sports 2016* featured a roster of mega-sports star winners like Stephen Curry, LeBron James, Alex Morgan, Cam Newton, Ronda Rousey, Odell Beckham Jr., Rob Gronkowski, Leticia Bufoni, Usain Bolt, Simone Biles and Wilson himself. The only show where kids celebrate their favorite athletes and the year's most unforgettable sports moments, *Kids' Choice Sports* bestowed NBA All-Star Kobe Bryant with this year's Legend Award, and then doused him from head to toe in glistening gold slime.

Nickelodeon's *Henry Danger* advanced its current standing as TV's top show with Kids 2-11 and Kids 6-11 with another milestone—achieving its all-time highest ratings ever with Kids 2-11 and Kids 6-11 for its Sunday-night episode (July 17, 7:30 p.m.). *Henry Danger* over-indexed its current series average by double digits in all kid demos: Among K2-11, it averaged a 5.0/1.5MM, up +50%; a 6.7/1.2MM with K6-11, up +56%; and it drew 2.6 million total viewers, up +46%.

For July 11-17, 2016, which marks Nickelodeon's 50<sup>th</sup> straight week at number one, Nick was again the number-one network with K2-11 (2.4/696K; up +20%) and K2-5 (2.7/301K; up +23%), while tying for first with K6-11 (2.2/395K; up 22%)--its strongest weekly showing with this demo since the beginning of this year. The week's top kids' show also all belong to Nick: 9 of the top 10 with Kids 2-11; 7 of the top 10 with Kids 6-11 and 6 out of top 10 with Kids 2-5.

Nickelodeon's gains this week also follow its winning performance during the recently completed second quarter, where it topped Kids 2-11 and Kids 2-5 ratings and lodged the top shows, as well. In 2Q '16, Nick was home to 6 out of the top 10 kids programs with Kids 2-11 (#1 *Henry Danger*, #2 *The Loud House*, #3 *The Thundermans*, #5 *SpongeBob SquarePants*, #7 *School of Rock*, #9 *ALVINNN!!!*); 5 out of the top 10 preschool shows (#1 *Team Umizoomi*, #2 *PAW Patrol*, #4 *Blaze and the Monster Machines*, #6 *Bubble Guppies*, #8 *Shimmer and Shine*); and 5 of the top 10 shows with K6-11 (#1 *Henry Danger*, #2 *The Thundermans*, #6 *School of Rock*, #8 *The Loud House*, #9 *Bella and the Bulldogs*).

Nickelodeon, now in its 37<sup>th</sup> year, is the number-one entertainment brand for kids. It has built a diverse, global business by putting kids first in everything it does. The company includes television programming and production in the United States and around the world, plus consumer products, online, recreation, books and feature films. Nickelodeon's U.S. television network is seen in more than 90 million households and has been the number-one-rated basic cable network for 20 consecutive years. For more information or artwork, visit <http://www.nickpress.com>. Nickelodeon and all related titles, characters and logos are trademarks of Viacom Inc. (NASDAQ: VIA, VIAB).

(Ratings Source: Nielsen Media Research, Live+Sameday, KCS ratings based on aggregate viewing on Nick, Nicktoons and TeenNick; Rankers based on 4 telecast minimum--2Q16: Live+same day, 3/28/16-6/26/16; 2016 YTD: Most Current,

12/28/15-7/17/16)

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