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## Nickelodeon Scores 52 Straight Weeks at Number One and Wins the Month of July with Kids 2-11, Kids 2-5

Net Claims Month's Top Kids' Shows Across All TV, Led By Number-One *The Loud House*

*Henry Danger* Hits Series High as Month's Top Telecast Across All Kid Demos, Ranks as Number-One Kids' Show Year to Date

### Nick Owns Top 5 Preschool Shows on All TV in July

NEW YORK--(BUSINESS WIRE)-- Nickelodeon notched its 52<sup>nd</sup> straight week (7/25-31/16) as the number-one kids' net (K2-11 2.2/633K, +5% over last year; K2-5 2.6/290K, +8%) in total day, while also finishing the month of July (6/27-7/31/16) at the top with a new generation of the highest-rated shows on television for Kids 2-11, Kids 6-11 and Kids 2-5. Nick also outperformed its closest competitor this month by +22% in rating with Kids 2-11, while besting the 3<sup>rd</sup> place competitor by +38%.

Nickelodeon closed July as the number-one network with Kids 2-11 (2.2/645K; up +16% over last year) and Kids 2-5 (2.6/296K, +13%). Nick's July win was driven by its live-action and animation lineup, which delivered TV's top show with Kids 2-11 (*The Loud House*) and the top show with Kids 6-11 (*The Thundermans*). Nickelodeon is also the number-one destination for preschoolers for July and the year to date, with the month's top 5 preschool programs on all TV belonging to Nick (#1 *PAW Patrol*, #2 *Shimmer and Shine*, #3 *Blaze and the Monster Machines*, #4 *Bubble Guppies*, #5 *Team Umizoomi*).

*Henry Danger* scored this month's top telecast on all TV with Kids 2-11 and Kids 6-11 with its Sunday, July 17, episode garnering the show's all-time highest kid ratings ever. Additionally, with Live +7 data, this episode of *Henry Danger* posted strong double-digit gains and averaged a 6.5/1.9M with Kids 2-11, up +30% vs Live +Same Day; a 8.8/1.5M with Kids 6-11, up +31%; and 3.2M total viewers, up +24%. Year to date, *Henry Danger* is the number-one program with Kids 2-11 and Kids 6-11, followed by another new Nick hit, *Game Shakers*.

Also highlighting the net's monthly win is the third annual *Kids' Choice Sports*, which scored the franchise its highest K2-11 and K6-11 ratings to date, boasting double-digit increases among Kids 6-11, in particular.

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 [www.nickpress.com](http://www.nickpress.com). Nickelodeon and all related titles, characters and logos are trademarks of Viacom Inc. (NASDAQ: VIA, VIAB).

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