

## Nick at Nite's on Top, Finishing First in April With Adults 18-49

NEW YORK, April 28 -- Nick at Nite is total day's number-one basic cable network with Adults 18-49 and Women 18-49 for April, and ranking second only to sister-channel Nickelodeon among total viewers (P2+).

April 2009 also marked Nick at Nite's most-watched April in its history with Adults 18-49, Women 18-49 and total viewers. Year to date, Nick at Nite is the number-one network with Women 18-49 and is number one with Adults 18-49 (tied in rating with USA Network).

April 2009 (source: NMR, 3/30/09-4/26/09):

- Nick at Nite averaged a 0.6/697,000 A18-49 and 1.6 million total viewers (persons 2+).
- With Women 18-49, Nick at Nite averaged a 0.8/464,000 million W18-49 (up +14%).
- Among Men 18-49, Nick at Nite averaged a 0.4/233,000 million M18-49.
  
- In prime time, Nick at Nite averaged a 0.7/1.7 million P2+ (Nick at Nite airs 9 p.m. to 11 p.m. ET/PT in prime).

Year to Date (source: NMR, 12/29/08-4/26/09):

- Nick at Nite is averaging a 0.6/691,000 A18-49 and 1.5 million total viewers.
- With Women 18-49, Nick at Nite is averaging a 0.8/442,000 million W18-49 (up +14%).
- Among Men 18-49, Nick at Nite is averaging a 0.4/249,000 million M18-49.
  
- In prime time, Nick at Nite is averaging 1.7 million total viewers (P2+).

Nick at Nite is Nickelodeon's nighttime programming block that also features popular hit family comedies including the Emmy Award-winning series Home Improvement, George Lopez, and Family Matters, as well as The Fresh Prince of Bel Air and Roseanne. Also coming in 2009 is the hit comedy Everybody Hates Chris, from co-creator and narrator Chris Rock and inspired by his real-life childhood experiences

Nickelodeon, now in its 30th 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, magazines and feature films. Nickelodeon's U.S. television network is seen in more than 98 million households and has been the number-one-rated basic cable network for 14 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. (NYSE: VIA, VIA.B).

All numbers above are based on Nielsen Media Research and Nick at Nite's total programming day unless otherwise noted.

\*Nick at Nite: M-Th and Sun: 9 p.m.-6 a.m.; Fr-Sat 10 p.m.-6 a.m. (ET/PT). Nick at Nite airs in prime time from 9 p.m. to 11 p.m. ET/PT in prime on weekdays, 10 p.m. to 11 p.m. ET/PT on weekends.

SOURCE Nickelodeon

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