

Nickelodeon Set to Close 56th Straight Quarter at Number One

SpongeBob SquarePants and iCarly Projected as 1Q's Top Kids' Shows; iCarly Nabs Highest-Rated Kids' Telecast Year-to-Date

Nick Owns 45% Majority Share of Kids' Viewing in 1Q; Nickelodeon's Kids and Family Portfolio Posts Double-Digit Gains

NEW YORK, March 12 -- Nickelodeon is set to close its 56th consecutive quarter at number-one -- the longest run of its kind -- ending first quarter as basic cable's top total day network for kids, tweens and total viewers (P2+). Averaging a 3.5/1.2 million K2-11, and 2.2 million P2+, and led by number-one kids' shows iCarly and SpongeBob SquarePants (NMR 12/29/08-3/8/09, Nickelodeon scored the number-one telecast for kids year to date -- iCarly's "iKiss" (Jan. 3, 8p.m. [ET/PT]). First quarter-to-date, the net also owns a 45% of all K2-11 share of viewing among the three major kids nets in total day.

Across the entire Nickelodeon Kids and Family Group portfolio, the Group's television properties (Nickelodeon, NOGGIN, The N, Nicktoons Network, Nick at Nite) reached an average of 26.2 million K2-11 (source: NMR NPower 12/29/08-3/8/09) each week in first quarter (1Q) -- more than any other kids' brand. Additionally, Nickelodeon's Kids and Family TV networks -- NOGGIN, The N, Nicktoons Network, and Nick at Nite -- will all deliver double-digit year-over-year growth, scoring their best January and February performances ever.

Nickelodeon's 1Q-to-date highlights include:

- For 1Q09, Nick is number one with K2-11, earning a 3.5/1.2 million -- a +30% lead over the next closest kids' competitor (The Disney Channel, 2.7/922,000 K2-11) and +106% ahead of Cartoon Network (1.7/594,000 K2-11).
- Nick tops total viewers, tallying 2.2 million P2+ quarter to date, and is +40% ahead of the number-two total day network, The Disney Channel (1.6 million P2+, down -3% in delivery) and +102% of Cartoon Network (1.1 million P2+).
- Nick is number one with K6-11, averaging a 3.1/666,000 K6-11, +15% ahead of the number-two kids' net (The Disney Channel: 2.7/561,000, down -4%); and +72% ahead of Cartoon Network (1.8/384,000).
- Nick also leads with T9-14, averaging a 2.3/487,000 a +15% lead over closest tween competitor (The Disney Channel, 2.0/422,000, down -9%) and +77% ahead of Cartoon Network (1.3/273,000).
- Year-to-date Nick is the number-one destination for preschoolers on commercial TV. Nick is averaging a 4.1/571,000 K2-5 quarter-to-date in total day, +52% ahead of The Disney Channel (2.7/361,000) and +173% ahead of Cartoon Network (1.5/210,000, down -6%).
- iCarly and True Jackson, VP are two of the hottest and fastest growing shows for kids and tweens:
 - Year-to-date, iCarly is basic cable television's number-one show for kids 2-11 and total viewers. iCarly's ratings are up +68% with K2-11 (9.0/3.1 million K2-11) and up +116% among tweens (10.3/2.2 million T9-14) over last year. iCarly is the highest-rated program with K6-11 and T9-14 on Saturday nights. iCarly's "iKiss" (Jan. 3, 2009) marks the highest-rated and most-watched telecast for the year to date with kids 2-11, 6-11 and tweens on cable television.
 - True Jackson, VP is television's second highest-rated show for kids 6-11 and tweens 9-14 on Saturday nights, behind number-one iCarly. True Jackson, VP ratings are up +31% among K6-11 (7.4/1.6 million K6-11) and +49% among T9-14 (6.4/1.4 million T9-14) year-to-date.
- Celebrating its 10th anniversary year in 2009, SpongeBob SquarePants is the number-one animated show with kids 2-11 for the quarter to date. Since its launch in July 1999, SpongeBob SquarePants has emerged as a pop-culture phenomenon, drawing more than 76 million viewers monthly. It has been the number-one animated program with Kids 2-11 for more than seven consecutive years.

-- Nickelodeon owns four of the top five animated shows for kids 2-11 in 1Q09, including: SpongeBob SquarePants (#1); Back at the Barnyard (#2); The Mighty B (#3) and The Fairly OddParents (#5).

Nickelodeon's Kids and Family portfolio highlights for 1Q-to-date include:

- Nick at Nite has enjoyed 16 consecutive months of double-digit, year-over-year growth in delivery and is poised to be the number-one cable network with W18-49 in total day this quarter, averaging a 0.8/433,000 W18-49 (up +33%); a 0.6/692,000 A18-49 (up +20%) and 1.5 million total viewers (up +9%).
- Led by the success of new hit series Wolverine and The X-Men, Nicktoons Network scored double-digit gains with all key demos: up +33% over last year with K6-11; +25% with B6-11; +50% with T9-14; and +33% with B9-14.
- The N will deliver its biggest teen audience ever in 1Q09. Delivery for quarter to date, during its total day is up double-digits (+12%) over last year.
- Following its most-watched year ever with kids 2-5 and total viewers, NOGGIN is on track to deliver its highest-rated quarter ever, posting double-digit yearly gains (up +33%) for 1Q-to-date. NOGGIN is poised to end 1Q as the number-two preschool cable network in total day, second only to Nickelodeon.

As Nickelodeon enters its landmark 30th anniversary year, the network will unify its TV channels (NOGGIN, The N, Nicktoons Network) and websites (Nick.com, Neopets, AddictingGames, among others) under the single, globally recognized brand "Nickelodeon" -- beginning 4Q 2009. This philosophy of "one brand" signals Nickelodeon's continued move toward serving the whole family through TV, online, consumer products, recreation and theatricals, as well as heightening its ability to seamlessly navigate audiences across its targeted entertainment platforms.

NOGGIN will be renamed Nick Jr., retaining its quality schedule of commercial-free, preschool-focused programming. The N assumes the name TEENick and will further develop and deliver on its mission of serving teens and tweens through programming, reflecting the breadth and depth of 'teen-dom'. Nicktoons Network retains its name while continuing to organically grow its boy 6-11 audience through hit, action-oriented animated programming. Also, Nick.com will expand to become a hub for Nickelodeon's entire digital network of properties and brands, and will continue to serve as the leading content destination for kids.

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).

SOURCE Nickelodeon

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/NOTE TO EDITORS: All numbers above are based on Nielsen Media Research

12/29/08-3/08/09 and Nickelodeon's total programming day unless otherwise noted. Nickelodeon: M-Th: 6 a.m.-9 p.m.; Fr-Sat: 6:00 a.m.-10 p.m.; Sun: 6 a.m.-9 p.m. (ET/PT)/

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