

Nickelodeon Wins 2Q14 with Kids and Total Viewers, Marks Third Straight Quarter at Number-One

SpongeBob SquarePants* is TV's Number-One Animated Program with Kids; Nick Sweeps Preschool with Top Six Series, Led by *PAW Patrol

Nick at Nite Wins with Women 18-49; Nick's Niche Nets Score Record Quarterly Performances

NEW YORK--(BUSINESS WIRE)-- Nickelodeon closed 2Q14 as basic cable's number-one network in total day with Kids 2-11 (2.6/834K) and total viewers (1.6M), marking the net's third consecutive quarter at the top. Nick's quarterly performance also led its closest competitor by double-digits among Kids 2-11(+13%) and total viewers (+15%).

SpongeBob SquarePants was the top animated series across all of TV with Kids 2-11 (4.0/1.3M) for the quarter. The series also ranked as basic cable's top animated kids' show with total viewers, averaging 2.6M P2+.

Nickelodeon is also first with Kids 2-5, sweeping the top six spots among preschool programming. *PAW Patrol* led the net's hit lineup, averaging a 6.0/740K; *Team Umizoomi* ranked second, scoring a 5.7/708K; *Wallykazam!* placed third with a 5.6/692K rating; Peter Rabbit was fourth with a 5.5/680K average; *Bubble Guppies* comes in fifth with a 5.4/668K average; and *Dora the Explorer* rounded out the group in the sixth spot, averaging a 5.3/649K.

Additionally, Nick at Nite closed the quarter as the number-one basic cable net in total day with Women 18-49 (0.6/300K). Nickelodeon's niche nets, TeenNick and Nicktoons both notched record quarterly performances and double-digit gains with their core demos: TeenNick scored double-digit quarterly gains with Teens 12-17 (0.5/80K, +67%) and averaged 260K total viewers (+58%); Nicktoons averaged a 0.5/73K with Kids 6-11 (+25%), a 0.8/53K with Boys 6-11 (+33%) and drew 202K total viewers (+16%).

Nickelodeon, now in its 35th 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 almost 100 million households and has been the number-one-rated basic cable network for 19 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, VIA.B).

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