





# NICKELODEON

Launched in 1979, Nickelodeon has grown to become the most-watched television network by kids in the United States and basic cable's number-one network overall. Nickelodeon's "kids first" philosophy is the key element to its business successes, which in addition to television now include feature films, consumer products, records, online, recreation and publishing. Nickelodeon television programming is seen in more than 94 million households in the United States and has been the number-one rated basic cable network for 13 consecutive years.

Nickelodeon offers an innovative and diverse blend of original series programming, including comedy, adventure, variety, news and game shows created just for kids. Nickelodeon programming also includes a line-up of original animation known collectively as Nicktoons, many of which are produced at the network's state-of-the-art animation studio in Burbank, California.

## NETWORK PROGRAM FORMAT

<b>Local Avails:</b>	1 minute per hour (6am-9am, 11am-8pm) 2 minutes per hour (8pm-10pm)
<b>Times:</b>	Floating Avail Break #1: avail falls the second half-hour Floating Avail Break #2: (8p-10p): one avail per half-hour
<b>Insertion Hours:</b>	7 days a week; All day except from 9am-11am

## NETWORK INFORMATION

<b>Subscribers:</b>	96.3 million <small>Source: Nielsen Universe Estimates, November 2007</small>
<b>Service Type:</b>	Basic, Digital, VOD
<b>Satellite Feed:</b>	Dual
<b>Launch Date:</b>	August 1979
<b>Ownership:</b>	Viacom International

## BENEFITS TO ADVERTISERS

- 1. NICKELODEON IS THE LEADER IN KIDS' ENTERTAINMENT!**
  - Nick has been the #1 rated network in Total Day for 13 consecutive years!
  - Nickelodeon ended the 2006/07 season with a fantastic 2.97-K2-11 Total Day national rating, easily surpassing ALL kids' competitors!
  - Nickelodeon ended the season with 53% of all kids 2-11 GRP's and the highest-rated dayparts in kid's Television.
  - Nickelodeon's *Drake & Josh*, *El Tigre*, *Fairly Odd Parents*, *Naked Brothers Band*, *Ned Declassified and SpongeBob SquarePants* reigned supreme as the top programs during the 2006/2007 season on kids 2-11 and 6-11.

Source: Nielsen Media Research, NHI, NTI, NSS. 2006-07 Season: 8/28/06-8/26/07. Nick Total Day: Mon-Thu/630a-9p; Fri/630a-10p; Sat/6a-10p; Sun/6a-9p; TOON/TDSNY: Mon-Sun/6a-11p. Competitive kid's programming only.

- 2. NICKELODEON IS THE #1 BASIC CABLE NETWORK**  
Source: Nielsen Media Research (2Q05-3Q07). HHLD, P2+, P2-11 AA(000); Based on each network's total day definition.
- 3. NICKELODEON OFFERS THE INFLUENCE OF KIDS AND THEIR FAMILIES!**
  - 80% of Kids 6-14 say their parents buy them what they ask for while going grocery shopping at the supermarket.
  - 90% of parents of Kids 6-14 say their child has at least some role on picking out things for family.
  - More than half (58%) of parents of Kids 6-14 say their child's influence over purchase has grown over the past year.
  - And where there are kids, there are Moms, too! Nickelodeon is the #1 cable network delivering Women 18-49 with Kids <12 on a total day basis.

Source: Penn, Schoen & Berland Associates Kid's Influence Study 2007. Nielsen MarketBreaks, 2006-07 Season (8/28/06-8/26/07). Based on each network's total day definition.



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## RESEARCH

### VIEWER TARGETED

Children: 2-5, 2-11, 6-11      Tweens: 9-14      Moms: W18-49 w/kids      Families: A18-49 w/kids

### VIEWER PROFILE

	Nickelodeon				Nickelodeon		
	A18+ % of Demo	A18+ Viewers % of Demo	Index		A18+ % of Demo	A18+ Viewers % of Demo	Index
Median Age	44.6	36.7		Child Age: 2-5 yrs.	14.80%	34.93%	236
Median HHI	\$53,593	\$53,123		Child Age: 6-11 yrs.	18.77%	39.13%	208
HHI \$75K+	33.23%	31.81%	96	Child Age: 12-17 yrs.	19.97%	27.60%	138
Median Number of Children in HH	2.3	2.4		Men	48.20%	39.21%	81
Home Owned	69.92%	64.76%	93	Women	51.80%	60.79%	117
White	77.20%	67.75%	88	American Indian or Alaskan Native	1.20%	1.75%	146
Black/African American	11.46%	18.31%	160	Asian	2.79%	2.75%	98
Spanish, Hispanic, or Latino Origin/Descent	12.71%	15.06%	119	Other	8.09%	10.39%	128

Source: MRI Doublebase 2007, weighted to Population (000) Base: A18+

### VIEWER LIFESTYLE

	A18+ % of Demo	Nickelodeon A 18+ Viewers % of Demo	Index
<b>Subscription TV</b>			
HH subscribes to digital cable	26.00%	35.12%	135
Watched any Video-On-Demand/past 12 months	9.48%	15.49%	163
HH has a digital video recorder (DVR)	13.58%	19.98%	147
<b>Automotive</b>			
Van/minivan	14.78%	19.56%	132
Sport/Utility vehicle	27.40%	31.35%	114
<b>Activities Online</b>			
Visited a chat room	4.31%	6.53%	151
Used instant messaging	20.73%	28.45%	137
Played games online	18.03%	27.75%	154
Obtained information for new or used car purchase	8.41%	10.61%	126
Looked for employment	9.97%	15.74%	158
Visited a TV network or TV show's website	11.71%	16.76%	143
Listened to radio on the internet	8.78%	12.14%	138
Downloaded music	12.98%	19.69%	152
Made a phone call	2.07%	2.62%	126
Watched online video	10.00%	14.31%	143
<b>Frequent Movie Goer and DVD Purchaser</b>			
Movie attendance -2-3 times a month	6.28%	6.63%	106
Bought 3+ DVD's in a month	10.96%	14.56%	133
<b>Electronic in the Home</b>			
Cellular/digital phones: bought in the last 12 months	25.60%	28.86%	113

Source: MRI Doublebase 2007, weighted to Population (000)-Base: A18+

### DAYPART VIEWING

Dayparts	Audience Composition			Dayparts	Audience Composition		
	P2-11	P6-11	P9-14		P2-11	P6-11	P9-14
Mon-Thur 6:30a-9p	57.5%	29.4%	21.3%	Mon-Fri 2p-7p	57.9%	33.3%	25.5%
Friday 12p-8p	58.7%	31.3%	23.2%	Mon-Thur 7p-9p	58.6%	38.8%	28.5%
Saturday 6a-10p	55.4%	37.4%	28.0%	Friday 7p-9p	58.4%	38.2%	27.2%
Sunday 12p-6p	53.9%	36.8%	28.9%	Saturday 8p-10p	57.4%	42.8%	32.3%
Mon-Fri 6:30a-9:30a	53.2%	29.6%	21.0%	Sunday 6p-9p	56.6%	43.1%	36.0%
Mon-Fri 9a-6p	58.4%	25.2%	17.8%				

Source: Nielsen Media Research, 01/01/2007-9/30/07



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## PROGRAMMING

**PROGRAMMING GENRES:** Animation, Award Ceremonies, Comedy, Entertainment, Quiz/Audience Participation, Family, Kids, **Ethnic:** African American, Hispanic, Asian

### VIEWER TARGETED PROGRAMMING

**Kids 2-5 & Their Parents (Nick Jr.):** Nick Jr. is a specially designed programming block airing on Nickelodeon weekdays from 9 a.m. - 2:00 p.m. (ET/PT). Completely dedicated to preschoolers ages 2-5, Nick Jr.'s Emmy, Peabody and Parents' Choice Award-winning programs are curriculum based, fun and commercial free. Nick Jr. is home to the number-one and number-two preschool programs on commercial television, *Go Diego, Go!* and *Dora the Explorer*. Other hit Nick Jr. shows include: *The Wonder Pets!*, *Blue's Clues*, *Blue's Room*, *LazyTown*, *The Backyardigans*, *Wow! Wow! Wubbzy!* and new series, *Yo Gabba Gabba!*. At Nick Jr., kids play to learn with innovative, original shows created just for them.

**Kids 6-11 & Their Parents (Nickelodeon):** Nickelodeon Programming showcases the most-watched and most-loved of children's programs, including the two top-rated shows for kids of all ages: pop culture phenoms *SpongeBob SquarePants* and *The Fairly OddParents*; and the top-rated preschool programs on commercial TV, including *Go, Diego, Go!*, and *Dora the Explorer*. Additional current, critically acclaimed animated hits include *The Adventures of Jimmy Neutron: Boy Genius*, based on the Academy Award®-nominated feature film, *Danny Phantom*, and more. This fall, Nickelodeon will introduce two new fall series, *Tak and The Power of Juju* and *Back at the Barnyard*.

**Tweens 9-14 & Their Parents (TEENick):** The TEENick programming block is a Saturday and Sunday-night destination for the network's tween (kids 9-14) viewers. Instant hits since their premieres, TEENick shows continue to dominate the tween landscape, and include several of cable's top rated shows with tweens (*Zoey 101*, *Drake & Josh*, *Just Jordan*, *The Naked Brothers Band*, *iCarly* and *Ned's Declassified School Survival Guide*).

### NEW PROGRAMS FOR 2008/POPULAR ESTABLISHED PROGRAMS

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***The Naked Brothers Band* (genre: live action, target: tweens) - Season 2 launches 1/21 (MLK weekend); two tentpoles in June & September** Series description: a tween rock 'n' roll "mockumentary" comedy series follows a world-famous rock group, chronicling their fame, friendship, temporary break-up and adolescent experiences.

**21st Annual Kid's Choice Awards (genre: live event, target: Kids 5-15) March 29th** - The Nickelodeon Kids' Choice Awards empowers kids to select their favorites in music, movies, sports, television, books, and more. Year after year, the Nickelodeon Kids' Choice Awards attract the hottest celebrities, coolest musical acts, and most accomplished athletes.

***SpongeBob SquarePants* (genre: nicktoon, target: kids 6-11) - 4/11 "Pest of the West" tentpole, 4Q tentpole, new episodes throughout the year** Series Description: The character-driven 'toon chronicles the nautical and sometimes nonsensical adventures of *SpongeBob*, an incurably optimistic and earnest sea sponge, and his undersea friends.

***Mighty B!* series launch (genre: nicktoon, target: kids 6-11) April (date tbd) - Series Description: *Mighty B!* is a comedy series that revolves around Bessie Higgenbottom, the world's most ambitious 10-year-old "Honeybee" scout. Though many patches adorn her well-worn uniform, many still elude her and she will stop at nothing until she has every last one. Bessie voiced by Amy Poehler from *Saturday Night Live*.**

#### NICK JR.

***Ni Hao, Kai-Lan* series launch (genre: nicktoon; premiers: 2/7) - Series Description: *Ni Hao, Kai-lan* is a play-along, think-along series that weaves together Chinese language and culture, preschool-relatable stories, and interactivity, with Kai-lan as your intimate friend and playmate!**

***Team Umizoomi Show Launch (August) - Series Description: *Team Umizoomi* is an interactive animated series where viewers help a miniature urban repair squad solve everyday preschool problems in Metro City. In an "adventure math curriculum", viewers will hop aboard the Zipmobile with the Umizoomiz and sing along to spirited, catchy, preschool punk take-away songs. Preschoolers will learn counting, estimating, patterns and measuring in a real-life context.***



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## LEADING NATIONAL ADVERTISERS

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Buena Vista	Mattel
Buena Vista Home Entertainment	McDonald's
Burger King	Microgames of America
Campbells	Paramount Home Video
CEC Entertainment	Paramount Pictures
FOX Filmed Entertainment	Play Along
General Mills	SONY Pictures
Hasbro	Spin Masters
Kellogg's	Universal Pictures
Kraft	Warner Brothers

## NETWORK CONTACTS

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### Nickelodeon Headquarters

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### Comcast

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### Charter

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VP, Field Operations  
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### DBS, Telcos, NCTC

Scott Stelzer  
Vice President  
P:(312) 836-0641

### Time Warner

Walter Oden  
Vice President  
P:(212) 846-3072

### Cox & Cablevision

Elizabeth Haley  
Vice President  
P:(212) 846-3087

## WEBSITE INFORMATION

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Consumer Website: [www.nick.com](http://www.nick.com)  
[www.nickjr.com](http://www.nickjr.com)  
Affiliate Website: [www.mtvn.com](http://www.mtvn.com)