



## Nickelodeon's Kids' Choice Awards 2019 Hits Number One across Linear and Social Media

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### KCA '19 Ranks as Top Kids' Program and TV's Most Social Show--Tallying 21MM Views

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NEW YORK--(BUSINESS WIRE)--Mar. 26, 2019-- *Nickelodeon's Kids' Choice 2019* simulcast (Saturday, March 23, 8p.m. [ET/PT]) was the week's number-one program on broadcast and basic cable across kid demos, including Kids 2-11 and Tweens 9-14. KCA '19 also ranks as the number-one kids' program among total viewers, and Nickelodeon itself finished the week as the number-one entertainment network with kids and total viewers.

*Kids' Choice Awards 2019* brought linear and social platforms together for the night, with KCA '19 ranking as the number-one most social show across all of television for Saturday, March 23 (Nielsen Social Content Ratings), besting for example NBA (Mavericks vs. Warriors) and NCAA (Minnesota vs. Michigan) games. This year's KCAs were the most streamed ever, generating 21MM short-form views across YouTube and Nickelodeon's social channels, up +24% year-over-year.

Ratings and social stats for *Nickelodeon's Kids' Choice Awards 2019* include:

- *Kids' Choice Awards 2019* simulcast averaged a 3.5/860K with Kids 2-11 and 3.1/491K with Tweens 9-14, and was basic cable's number-one kids program with total viewers (1.9M).
- *Kids' Choice Awards* was the number-one social show on Nielsen Social Content Ratings across all TV, with 1.7M total interactions, up double to triple-digits over NBA and NCAA Games.
- During the *Kids' Choice Awards* broadcast #KCAs was a trending topic in the U.S. on Twitter for over four and a half hours, ranking within the top 5 most used terms on the platform.
- On YouTube this year's KCAs generated 11M minutes total watch time, up +20% over last year in minutes watched worldwide, and +67% in the U.S.
- *Kids' Choice Awards 2019* Orange Carpet Live Stream was Nickelodeon's best pre-show live stream ever on digital and social, up triple-digits over last year.

Additionally, a simulcast of a brand-new episode of TV's number-one kids' show, *Henry Danger*, ranks second only to KCA '19 for the week with Kids 2-11 (3.3/823K) and Tweens 9-14 (3.1/490K), and total viewers (1.6M).

Hosted by music mogul DJ Khaled, the unpredictable and always Kids' Choice Awards show was broadcast live from USC's Galen Center in Los Angeles and featured Chris Pratt, Taylor Swift, Ariana Grande, Ellen DeGeneres, Adam Sandler, Robert Downey Jr., Shawn Mendes, Zendaya, Noah Centineo, Selena Gomez, Joey King, Jace Norman, JoJo Siwa, David Dobrik, *Avengers: Infinity War*, *Riverdale* being awarded Nick's coveted orange blimp. Multiplatinum hip-hop trio Migos performed their hits "Walk It Talk It" and "Stir Fry," along with rising single "Pure Water," accompanied by DJ Durel. Additional celebrities who made appearances include: Will Smith, Jennifer Hudson, Jason Sudeikis, Kiernan Shipka, Janelle Monáe, Bebe Rexha, Lilly Singh, Liza Koshy, Isabela Moner, Michael Peña and Eugenio Derbez, SSSniperWolf and cast members of *Shazam!* (Asher Angel, Jack Dylan Grazer and Zachary Levi).

Source: NMR, Live+sameday, 3/23/2019, KCA's aggregated ratings based off of the sum of the impressions calculated out of Nick's coverage UE. Rankers: Ranked on impressions, excludes Broadcast, Sports and Specials

Source: Nielsen Social Content Ratings, linear metrics. Domo, Facebook Insights, Instagram Analytics, Crimson Hexagon, SimplyMeasured and CrowdTangle. 'Interactions' are defined as mentions specifically tied to the live broadcast, while 'engagements' are total user actions taken on Nickelodeon content tied to KCAs.

Nickelodeon, now in its 39<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, digital, recreation, books and feature films. 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, VIAB).

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