

Instant Mom Bows on Nick at Nite With Over a Million Total Viewers and Double-Digit Demo Gains on Competitive Night of Network Premieres

New Series Starring Tia Mowry-Hardrict also Drives Huge Audience Gains on NickMom with Women and Total Viewers

NEW YORK, Oct. 1, 2013 /PRNewswire/ -- [Nick at Nite](#)'s brand-new, live-action family comedy, [Instant Mom](#), had a strong debut on Sunday, Sept. 29, at 8:30 p.m. (all times ET/PT), bringing in over a million total viewers and raising both A18-49 and K6-11 viewing levels double digits over last year on a competitive night of broadcast network premieres (CBS's *Amazing Race*, ABC's *Once Upon a Time*, NBC's airing of Sunday Night Football).

The new series, starring and produced by Tia Mowry-Hardrict, drew 1.3 million total viewers and was a strong co-viewing draw with audiences. With Adults 18-49, *Instant Mom* was up over last year +12% in delivery, averaging a .3/351,000; and with K6-11, it was up +18% (2.6/518,000). With Women 18-49, gains were +25% in rating and +13% in delivery (.5/278,000). Additionally, *Instant Mom*'s launch on NickMom that same night at 10 p.m. was the block's highest-rated premiere ever with W18-49 and total viewers.

Instant Mom is a multi-camera, scripted half-hour series features Mowry-Hardrict as Stephanie, a party girl who trades in Cosmos for carpools when she marries Charlie (Michael Boatman, *Spin City*), who already has three kids. Sheryl Lee Ralph (*Moesha*) stars as Stephanie's mother Maggie, and rounding out the cast are Charlie's three kids played by Sydney Park (*CSI: NY*), Tylen Williams and Damarr Calhoun. *Instant Mom* airs on Nick at Nite Sundays at 8:30 p.m. and on the NickMom comedy block on the Nick Jr. channel at 10 p.m. *Instant Mom* is executive-produced by Howard Michael Gould and Aaron Kaplan.

Nick at Nite is Nickelodeon's nighttime programming block that features popular hit family comedies including the Emmy Award-winning series [Friends](#), [My Wife & Kids](#), [George Lopez](#), [The Nanny](#), [Yes, Dear](#) and most recently, [See Dad Run](#).

NickMom is a new primetime ad-supported TV block for moms that airs on the Nick Jr. channel. The block features a mix of original long and short-form programming including talk shows, stand-up and sketch comedy, docu-series and more. Current series on NickMom include: *NickMom Night Out*, hosted by Sherri Shepherd; *Take Me to Your Mother*; *Parental Discretion with Stefanie Wilder-Taylor* and *The New Adventures of Old Christine*. [NickMom](#) is also a comedy and [entertainment site](#) with extensive content including short-form video, photos, editorial pieces and games.

Nickelodeon, now in its 34th 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 18 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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