

## TeenNick Proves the '90s are 'All That' as New Late-Night Retro Block Reaches Record Ratings

### "The '90s Are All That" Block Pushes TeenNick into the Time Period's Top 5 and Owns Top 8 Twitter Trending Topics Worldwide

NEW YORK, July 27, 2011 /PRNewswire via COMTEX/ --

The '90s really *are* all that, as TeenNick's late-night launch of its retro "The '90s Are All That" block forges a brand-new viewing destination for young-adult viewers and sparks a social media fan frenzy. Launched Monday, July 25, the 12a-2a (all times ET) block raised TeenNick's ratings by record triple digits among A12-24 (+225%), A12-34 (+167%) and A18-34 (+500%) according to Nielsen Media Research. The network also was propelled into the top five (#4) with A12-24 and top ten (#6) with A12-34 among otherwise fully distributed basic cable networks in the time period.

Reaching its highest late-night viewership levels ever, TeenNick had four of the top ten programs--every show in the block--from 12a-2a across all basic cable with A12-24: *Kenan & Kel* (from 1995) at 12:30 a.m. reached #3; *All That* (1996) at 12a.m. hit #4; the very first episode of *Doug* (1991) at 1:30 a.m. was #6; and *Clarissa Explains It All* (1992) was #8.

Overall, the entire two-hour block averaged a 1.3/417,000 among A12-24, up +225% in rating compared to last year. Among A12-34, the block garnered a 0.8/456,000, up +167%; and with A18-34, it averaged a 0.6/229,000, up +500%. Total viewership also was strong, with 555,000 Persons 2+ tuning in, +114% more than last year's time period.

Each show also performed well individually across key young-adult demos--A12-24, A12-34 and A18-34--and raised year-ago levels by incredible triple-digits across the board. Total viewership also was strong, with *All That* averaging 613,000 Persons 2+ (up +108%); *Kenan & Kel* averaging 597,000 P2+ (+199%); *Clarissa Explains It All* averaging 478,000 P2+ (up +73%); and an average of 532,000 total viewers tuning in to *Doug* (up +101%)

The first night of "The '90s are All That" also bested the most recent weekly averages for broadcast and basic cable late-night talk shows among young adults. Each show in the block's July 25 debut garnered bigger A12-24 audiences than *The Tonight Show with Jay Leno*, *Conan*, *Late Show with David Letterman*, *Late Night with Jimmy Fallon*, *Lopez Tonight* and *Jimmy Kimmel Live*. Also, among A12-34s, *All That* out-delivered *Leno*, *Letterman*, *Fallon*, *Lopez* and *Kimmel*.

During the block's premiere, the Nickelodeon brand had a total of 20 worldwide trending topics on Twitter--owning 8 of 9 trending topics worldwide and all 9 organic trending topics locally in New York City. Both Nickelodeon Twitter handle and '90s Facebook page are still growing rapidly. The Nick '90s Facebook page ([www.facebook.com/90sAreAllThat](http://www.facebook.com/90sAreAllThat)) doubled in fans overnight by 100,000, and the search volume for the series *Doug* reached the [volcanic level on Google](#). According to Trendrr.tv, a social television chart ranking television's daily social activities, 4 of the top 10 cable shows on Monday, July 25, were part of "The '90s Are All That" block.

"The '90s Are All That" is TeenNick's two-hour, weeknight programming block featuring some of Nickelodeon's iconic '90s hits--complete with deeply integrated, fan-driven social media components on Facebook ([www.facebook.com/90sAreAllThat](http://www.facebook.com/90sAreAllThat)) and at [www.90sAreAllThat.com](http://www.90sAreAllThat.com). Sparked by rising demand via the internet and social media platforms from young adults who grew up with Nickelodeon in the 1990s, TeenNick has curated the block and its accompanying online content with the fans' specific requests in mind.

"The '90s Are All That" currently features four of Nickelodeon's most iconic shows, including: ***All That***, a sketch-comedy series with colorful characters like Mavis and Clavis, a couple of cantankerous old men; *Earboy*, a teen cursed with enormous ears; and *Super Dude*, a lactose-intolerant superhero; ***Kenan & Kel***, a buddy comedy starring Kenan Thompson and Kel Mitchell who end up in one wild predicament after another; ***Clarissa Explains It All***, a live-action sitcom that followed a teenaged girl (Melissa Joan Hart) who breaks through the fourth wall to talk to the kids at home about her likes, dislikes, thoughts and plans; and ***Doug***, an animated series about the adventures of Doug Funnie, an 11-and-a-1/2-year-old boy who dreams of superheroes and is accompanied by his canine pal Porkchop, his best friend Skeeter and his secret love, Patti Mayonnaise.

#### About TeenNick

TeenNick, the 24-hour TV network exclusively for and about teens and tweens, is available in more than 71 million households via cable, digital cable and satellite, as well on mobile, VOD and broadband. TeenNick's distinct perspective connects its audience to the electricity and possibilities of teendom, anytime and anywhere, with original series and ever-popular favorites. TeenNick and all related titles, characters and logos are trademarks of Viacom International Inc.

#### About Nickelodeon

Nickelodeon, now in its 32nd 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 more than 100 million households and has been the number-one-rated basic cable network for 16 consecutive years. For more information or artwork, visit [www.nickpress.com](http://www.nickpress.com). Nickelodeon and all related titles, characters and logos are trademarks of Viacom Inc. (NYSE: VIA, VIA.B).

\*Source: NMR, Live+Same Day data, qualifications upon request

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