

iCarly's 'iFight Shelby Marx' Special is Basic Cable's Reigning Champ with 7.9 Million Total Viewers, a New Series Best

NEW YORK, Aug. 10 -- Nickelodeon's iCarly -- basic cable's number-one kids' program among total viewers quarter to date, was the champ with total viewers, kids and tweens with its "iFight Shelby Marx" special (Aug. 8, 8 p.m. ET/PT), which drew 7.9 million viewers (P2+) and set a series record as the most watched iCarly special with viewers (P2+). "iFight" was basic cable's number-one telecast with kids and tweens on Saturday night, and lead the competition by triple-digits, with all kids and tween demos.

iCarly "iFight Shelby Marx" ratings highlights include:

- iCarly ranks as basic cable's top kids program on Saturday night with 7.9 million total viewers (P2+), up +435% in delivery over last year and +146% ahead of its closest competitor in the same time period.
- With K2-11, iCarly averaged a 12.1/4.3 million K2-11, up +384% in rating over last year's time period and +157% ahead of the competition during the same time period.
- Kids 6-11 ratings were especially strong, garnering a 16.4/3.5 million K6-11, up +483% in rating and was +160% ahead of the competition during the same time period.
- Among Tweens, the telecast averaged a 14.2/3.1 million T9-14 -- up +788% in rating, and +178% ahead of its nearest competitor during the same time period.

In iCarly "iFight Shelby Marx," it's the battle of teen sensations when reigning online queen Carly Shay (Miranda Cosgrove) squares off against teen fighting champion Shelby Marx (Victoria Justice). Carly jokingly challenges the champ to a fight during an iCarly webcast which Shelby thinks would be a promotional win-win for both girls to participate in a mixed-martial arts exhibition. However, when Carly accidentally pushes Shelby's grandmother at a press conference, Shelby is ready to throw off the gloves and knock out her opponent.

Nickelodeon, now in its 30th 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, magazines and feature films. Nickelodeon's U.S. television network is seen in more than 99 million households and has been the number-one-rated basic cable network for 15 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. (NYSE: VIA, VIA.B).

Source: Nielsen Media Research, Fast Ratings, Live + Same Day 8/9/09. All numbers above are based on Nickelodeon's total programming day unless otherwise noted. Nickelodeon: M-Th: 6:30 a.m.-9 p.m.; Fr: 6:30 a.m.-10 p.m.; Sat: 6 a.m.-10 p.m.; Sun: 6 a.m.-9 p.m. (ET/PT).

SOURCE Nickelodeon

CONTACT:

Thamar Romero
+1-212-846-7491

or Jodi Davis

+1-212-846-5981

both of Nickelodeon

Web Site: <http://www.nick.com>