

Nickelodeon's iCarly is Basic Cable's Number-One Kids' Show With Total Viewers for Week; Takes First Place With Kids, Tweens on TV

Nick's Mr. Troop Mom Premiere Starring George Lopez Draws 4 Million Total Viewers; Ranks as Week's Number-Two Kids' Program on Cable with Total Viewers Only Behind iCarly

NEW YORK, June 23 -- Nickelodeon's iCarly -- which quarter to date ranks as the number-one kids' program on broadcast and basic cable with tweens 9-14 and kids 6-11, and is the number-one kid-targeted program with total viewers (P2+) -- was basic cable's top-ranked kids' show for the week (6/15/09-6/21/09). The repeat performance of "iTake on Dingo" (June 17, 7:30 p.m. ET/PT) drew 4.2 million total viewers and swept the week with kids 2-11 and 6-11, averaging an 8.7/1.9 million K6-11 (+123%) and 6.8/2.4 million K2-11 (+106%). With tweens, iCarly's "iDate a Bad Boy" repeat performance (June 17, 8 p.m. ET/PT) was the week's top telecast, averaging a 6.5/1.4 million T9-14 (+124%).

Starring Miranda Cosgrove and now nominated for four TEEN Choice Awards, Nickelodeon's iCarly ranks as the year to date's number-one kids' program on all of broadcast and basic cable with T9-14, K6-11, K2-11 and total viewers (P2+), and draws almost 26 million total viewers each week. (Source: NMR, Live + 7 Day from 12/29/08; Live + Same Day from 6/1/09-6/23/09, NMR, NPower, Average Weekly CUME). The premiere of "iDate a Bad Boy" (May 9, 8 p.m. ET/PT) was the number-one kid and tween telecast for the second quarter to date; the top kid-targeted telecast with 7.2 million total viewers; and tweens' number-one cable telecast for year to date.

Nickelodeon's original TV movie Mr. Troop Mom drew 4 million total viewers (P2+) in its premiere (Friday, June 19, 8 p.m. ET/PT) and ranked as the number-two kids' program for the week with that demo, behind only iCarly. The two-hour premiere set a new record as the Nick's highest-rated and most-watched original TV movie (not based on an existing Nick series) with total viewers and Adults 18-49.

Mr. Troop Mom -- created in partnership with Warner Premiere and George Lopez Presents -- stars George Lopez as ace attorney Eddie, who is M.I.A. for most events in his 13-year-old daughter Naomi's (Daniela Bobadilla) life. When Eddie volunteers for the Spring Action Classic -- where Naomi goes up against mean-girl Sklyar (Jianna Ballard) -- treacherous rope courses, cutthroat canoe soccer and slippery slimeball wars are just the start of his introduction to the great outdoors and into his daughter's heart.

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 98 million households and has been the number-one-rated basic cable network for 14 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).

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/CONTACT: Joanna Roses, +1-212-846-7326, or Thamar Romero,
+1-212-846-7491, both for Nickelodeon/
/Web Site: <http://www.nickpress.com> /