

# nickelodeon™

Launched in 1979, Nickelodeon has grown to become the most-watched television network by kids in the United States. Nickelodeon's "kids first" philosophy is the key element to its business successes, which in addition to television now include feature films, consumer products, records, online, recreation and publishing. Nickelodeon television programming has been the number-one rated basic cable network for 15 consecutive years. Nickelodeon offers an innovative and diverse blend of original series programming, including comedy, adventure, variety, news and game shows created just for kids.

## Viewer Profile

### Age

18 – 34	46%
35 – 54	40%
55+	15%

### Gender

Male	36%
Female	64%

### Education

Attended College	43%
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### Household Income

\$75K+	34%
\$50K - \$74,999	20%
\$30K - \$49,999	16%

### Home Ownership

Own Home	64%
Rent Home	34%

### Presence of Children

1+ Child in HH	64%
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Median Age . . . . . 36.4

Median of Household Income . . . . 55.3

## Programming Highlights

- The Boy Who Cried Wolf
- Victorious
- iCarly
- Spongebob Squarepants
- The Penguins of Madagascar
- Big Time Rush
- Zoey 101
- True Jackson, VP
- The Troop



True Jackson, VP



Spongebob Squarepants



Source: The Nielsen Co., National TV Toolbox. Live+SD HH ratings, Cable, 1/1/10-12/31/10. Simmons OneView as of 6/6/11. Base: Adults 18+ Index of 100 = National Norm.