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Nickelodeon Wins 1Q 17 with All Kids' Demos, Marks Yearly Growth and Captures All Top Ten Shows for Kids 2-11 and Kids 6-11

1Q 17 Marks Nick's 7th Straight Quarterly Win with Kids 2-11 and Kids 2-5, and 2nd Straight Quarterly Win with Kids 6-11

TV's Top Kids' Shows All Belong to Nick, with *The Thundermans* at Number One with Kids 2-11 and Kids 6-11 and *PAW Patrol* Topping Preschool

Nick's First Quarter Performance Pulls Net Double Digits Ahead of Competition

NEW YORK--(BUSINESS WIRE)-- Nickelodeon in first quarter 2017 extends its lead at the top of basic cable in total day as it hits number one in all three kids' demos (Kids 2-11, Kids 6-11 and Kids 2-5). Nick's 1Q 17 performance marks growth over last year; brings its winning streak to seven straight quarters with Kids 2-11 and Kids 2-5; and notches its second straight quarter at number one with Kids 6-11. Overall, Nickelodeon has been the number-one kids' network for the last three years with Kids 2-11 and preschoolers.

For the quarter (12/26/16-03/26/17), Nick is the only kids' network with year-over-year growth, averaging a 2.3/636,000 with Kids 2-11, +5% year-over-year; a 1.9/324,000 with Kids 6-11, up +6%; and a 2.9/312,000 among Kids 2-5, up +4%.

Nick holds a double-digit lead over the competition among Kids 2-11 and owns the top ten shows for Kids 2-11 and Kids 6-11, as well as the number-one show for preschoolers, *PAW Patrol*, and overall four of the top five in this demo.

Competitively this quarter, Nick is +64% ahead of Disney Channel with Kids 2-11 (1.4/407,000), +27% with Kids 6-11 (1.5/269,000) and +123% ahead with Kids 2-5 (1.3/138,000) in total day. Nickelodeon is also ahead of Cartoon Network by +109% with Kids 2-11 (1.1/305,000), +73% with Kids 6-11 (1.1/190,000) and +164% among Kids 2-5 (1.1/115,000).

Nickelodeon is home to the top 10 shows among:

- | **Kids 2-11**--#1 *The Thundermans*, #2 *Nicky, Ricky, Dicky and Dawn*, #3 *SpongeBob SquarePants*, #4 *The Loud House*, #5 *PAW Patrol*, #6 *Game Shakers*, #7 *Alvin!!!* and *The Chipmunks*, #8 *Paradise Run*, #9 *Bunsen is a Beast* and #10 *Henry Danger*.
- | **Kids 6-11**--#1 *The Thundermans*, #2 *Nicky, Ricky, Dicky and Dawn*, #3 *Game Shakers*, #4 *Paradise Run*, #5 *School of Rock*, #6 *Henry Danger*, #7 *SpongeBob SquarePants*, #8 *Hunter Street*, #9 *The Loud House* and #10 *Bunsen is a Beast*.

Nick also has four out of the top five with Kids 2-5--#1 *PAW Patrol*, #2 *Shimmer and Shine*, #4 *Team Umizoomi* and #5 *Blaze and the Monster Machines*.

Additionally, Nick's annual star-studded slimefest, *Kids' Choice Awards* (Saturday, March 11, 8 p.m.-9:34 p.m. [ET/PT]), which was simulcast across Nickelodeon, Nicktoons and TeenNick, secured the top spot for the week (3/6/17-3/12/17) with Kids 2-11 (6.4/1.8M), Kids 6-11 (8.1/1.4M) and Tweens 9-14 (5.7/1M), marking the program's biggest year-over-year gains with Kids 6-11 (+5%) in ten years.

Nickelodeon, now in its 37th 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 90 million households and has been the number-one-rated basic cable network for 20 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, VIAB).

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