



NICKELODEON



Nickelodeon

Nickelodeon celebrates kids by putting them first in everything we do! At Nick, we believe kids are empowered and live their lives as an adventure! They love being kids, and love to stay on the cutting-edge too, so we give them what they want—excellent programming centered around our world famous Nicktoons and live-action originals plus the latest in pop culture. Nickelodeon is kids' home base on the TV dial, where they revel in the adventures of being a kid.

PROGRAM FORMAT

Local Avails:	1 minute per hour (6a-8p, note there are no local breaks from 9a-11a, 2 minutes per hour (8p-10p)	Launch Date:	August 1979								
Times:	1 floating :60 break in the second half-hour	Type of Service:	Basic								
Insertion Hours:	<table> <tr> <td><u>Mon-Sun</u></td> <td><u>Affiliate Avails</u></td> </tr> <tr> <td>6a-8pm</td> <td>(1) local break per hour at 00:55 past the hour</td> </tr> <tr> <td>9a-11a</td> <td>No local breaks M-Su</td> </tr> <tr> <td>8p-10p</td> <td>(2) local breaks at 00:20 and 00:55 past the hour</td> </tr> </table>	<u>Mon-Sun</u>	<u>Affiliate Avails</u>	6a-8pm	(1) local break per hour at 00:55 past the hour	9a-11a	No local breaks M-Su	8p-10p	(2) local breaks at 00:20 and 00:55 past the hour	Satellite Feed:	Dual
<u>Mon-Sun</u>	<u>Affiliate Avails</u>										
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Subscribers:	89.3 million Source: Nielsen Media Research, August 2005	Ownership:	Viacom International								

VALUE TO ADVERTISERS

1. NICKELODEON IS THE UNDISPUTED LEADER IN KIDS' ENTERTAINMENT!

- Nick has been the #1 rated network in Total Day for ten consecutive years!
- Nickelodeon ended 2004/2005 kids' season with a superlative 3.2 K2-11 Total Day national rating, easily topping ALL kids' competitors!
- Nickelodeon finished the season with 50% of all Kids 2-11 GRP's and the highest-rated dayparts in kids' TV!
- Nickelodeon's *Fairly OddParents*, *SpongeBob SquarePants*, *Danny Phantom* and *Zoey 101* reigned as the top programs during the 04-05 season on both Kids 2-11 and Kids 6-11.

Source: Nielsen National People Meter, NHI, NTI, NSS 2004-2005 Kids' season (8/30/04-8/28/05). Based on Nick Total Day, Cartoon Network/Toon Disney M-Su 6a-11p and competitive kids' programming only.

2. NICKELODEON OFFERS THE POWER OF KIDS AND THEIR FAMILIES!

- 89% of Parents of Kids 6-14 say that they ask their child's opinion about products they buy for their child.
- 64% of Parents of Kids 6-14 say that they ask their child's opinion about products they buy for the whole family.
- Kids are with their parents at the point of purchase. More than 7 in 10 parents of kids 6-14 say that they bring their children shopping with them at the mall and supermarket.
- Over 75% of Kids 6-14 say that they ask their parents to buy things for them when shopping at the mall and supermarket.
- And where there are kids, there are Moms, too! Nickelodeon delivers more Women 18-49 with Kids<12 on a total day basis.

Source: Penn, Schoen & Berland Associates Kids' Influence Study 2004. Nielsen Marketbreaks, 2004-05 Kids' season (8/30/04-8/28/05). Based on Nick Total Day and each networks' default TD daypart.



DEMOGRAPHIC SKEW BY DAYPART

<u>DAYPART</u>		<u>% K2-11</u>	<u>% K6-11</u>	<u>% K9-14</u>
Mon-Fri	7a-9a	57%	37%	26%
	9a-2p	63%	21%	13%
	2p-6p	61%	34%	26%
	6p-8p	64%	40%	27%
Sat/Sun	7a-9a	54%	38%	25%
	9a-12p	59%	38%	26%
	12p-6p	58%	39%	30%
	6p-8p	59%	42%	33%

Source: Nielsen National People Meter, 2004-05 Kids' Season: 8/30/04-8/28/05. Based=P2+. Read as 57% of all Nickelodeon audience Monday-Friday 7a-9a is Kids 2-11.

NETWORK VIEWER PROFILE

It's not just kids who watch! See below for % composition by ages

<u>DEMO</u>	<u>NICKELODEON VIEWERSHIP</u>
Adults 50+	5%
Adults 18-49	23%
Teens 12-17	12%
Kids 2-11	60%

Source: Nielsen National People Meter, 2004-05 Kids' Season: 8/30/04-8/28/05. Based on Nickelodeon Total Day. Based=P2+.

NETWORK VIEWER PRODUCT USAGE/LIFESTYLE PROFILE

Base: Adults 18+

<u>Entertainment</u>	<u>Nickelodeon Index to Total U.S.</u>
Bought Any Video Game System in Last 12 Months	159
Bought Any Camcorder in Last 12 Months	150
Bought Any Home Theater/Entertainment System in Last 12 Months	149
Visited a Theme Park in Last 12 Months	136
Bought Any Compact CD Player in Last 12 Months	130
Bought Any DVD Player in Last 12 Months	126
Bought Any Digital Camera in Last 12 Months	111
One or More Cellular Phones in Household	110
<u>Computers/Online</u>	
Household Owns a Personal Computer	109
Internet Activities Done in Last 30 Days:	
Played Games Online	165
Visited a Chat Room	149
Listened to Radio on the Internet	141
Looked for Employment	136
Obtained Information for New or Used Car Purchase	124
Obtained Sports News/Information	119
Obtained the Latest News/Current events	117
Used E-mail	111
Made Personal or Business Travel Plans	108
Obtained Financial Information	107
<u>Automobiles</u>	
Any Van/Minivan	130
Any Sport/Utility Vehicle	114

Source: MRI Doublebase 2004.

DEMOGRAPHIC TARGETED PROGRAMMING

NICK JR. (Kids 2-5 and their parents) Nick Jr. is five hours of special time just for pre-schoolers, weekdays from 9am-2pm. Award-winning original programming such as *Blue's Clues*, *Dora The Explorer* and *Little Bill*. Plus our newest hits *GO, Diego, GO!*, as well as returning favorites *Miss Spider*, *Lazytown* and *The Backyardigans*. At Nick Jr., we Love to Play, Love to Laugh! and Love to Learn!

NICKELODEON (Kids 2-11 and their parents)

TEENick (Kids 9-14 and their parents) Every Saturday and Sunday night from 7-9pm tweens can tune in for live-action shows hosted by celebrities. The block consists of *Drake & Josh*, *Ned's Declassified*, *Unfabulous*, *Zoey 101* and *All That*.

2006 PROGRAMMING HIGHLIGHTS

Nickelodeon will be launching 7 new series in 2006 – 5 Nick and 2 Nick Jr.

SpongeBob SquarePants: "Lost in Time" SPECIAL (February 20, 2006) – After a freak jousting accident at a Medieval Times restaurant, SpongeBob and Patrick are transported to a medieval version of Bikini Bottom. The two are mistaken for great knights, and soon they are entrusted with the quest of saving King Krabs' daughter, Princess Pearl, from the clutches of the evil wizard Planktonamor.

Zoey 101: "Spring Break-Up TV MOVIE" (March 12, 2006) – Zoey and the gang have a week of fun-in-the-sun planned for Spring Break. They're headed to Logan's father's mansion on the coast. Their vacation takes an unexpected turn when they realize that they're actually there to test a new reality game show called "Gender Defenders". It's boys against the girls to see who will get to be on a REAL taping of the show! But when Chase accidentally sends a text message proclaiming his true feelings for Zoey, will this Spring Break prove to be a Spring Bummer?

Kids' Choice Awards (April 2006) – The Nickelodeon Kids' Choice Awards empowers kids to select their favorites in music, movies, sports, television, books, and more. Year after year, the Nickelodeon Kids' Choice Awards attract the hottest celebrities, coolest musical acts, and most accomplished athletes.

Danny Phantom: "School Spirit" SPECIAL (June 2006) – School's out and Danny has nothing on his mind except a relaxing, fun and a ghost-free summer vacation. His dream is quickly destroyed when Freakshow, a villainous ringmaster with ghostly minions, escapes from jail. Danny, caught off guard, is forced to forfeit his summer plans when Freakshow manages to reveal Danny's secret identity to the entire world! To make matters worse, Freakshow kidnaps Danny, Sam and Tucker's families and uses them as pawns in this evil game of revenge.

Nacho Libre (Motion Picture) (June 2006) – From the writer/director of "Napoleon Dynamite" and the writer of "School of Rock" comes a wildly original, off-the-wall comedy about Nacho (Jack Black), a lowly slop cook at an orphanage who secretly dreams of becoming a famous Mexican wrestler. Moonlighting in disguise, he is ultimately exposed and excommunicated by the church. But when he defeats Mexico's most feared luchador, and gives his winnings to the orphans, he becomes a local hero.

Blue's Clues 10th Anniversary: "Meet Blue's Baby Brother" SPECIAL (August 2006) – Set in the fantastical world of the game *The Great Clue Challenge*, "Meet Blue's Baby Brother!" celebrates ten years of Blue's Clues with surprise appearances by many of our Blue's Clues friends. In this special episode, there are plenty of songs to sing, clues to solve, thinking to be done, and new worlds to explore. Blue needs your help as she sets off on her interactive journey to figure out how to get ready to be a big sister. In the end, she and the Home Viewer realize just how smart she is ... and figure out that because we are so smart we can do anything that we want to do – including teaching her Baby Brother everything we know.

GO, Diego, GO!: "Diego's Wolf Pup Rescue" SPECIAL (September 2006) – Mommy Wolf has just given birth to 5 wolf pups at the Rescue Center. But when Diego, Alicia and Dora count the wolf pups, one of them is missing! Diego and Dora use Click to locate the littlest wolf pup, lost in the Tall Grass. With Rescue Pack and Backpack to help them, Diego and Dora work together to find the littlest wolf pup, tracking wolf footprints and stepping high through the Tall Grass to find her. Diego and Dora, with Alicia in the Rescue Center Jeep, reunite the little wolf pup with her Mommy and 4 wolf pup brothers and sisters! Guest voices include Kelly Ripa and her son as the Mommy and baby wolf pup.

The Backyardigans: "Mission to Mars" SPECIAL (Oct. 2006) – TYRONE and TASHA are Mission Control specialists who send their intrepid astronauts UNIUQA, PABLO, and AUSTIN on a mission to find life on Mars. Together with their Rover they discover an underground Martian City and a cute little Martian and his mommy.

Barnyard (Working Title/Motion Picture) (October 6, 2006) – From Steve Oedekerk and Nickelodeon Movies, producers of the Oscar® nominated "Jimmy Neutron: Boy Genius," and filmed entirely in CGI, comes this hilarious look at what *really* happens in a barnyard when the farmer's back is turned. "Barnyard" is a lighthearted tale centering on Otis (voiced by Kevin James), a carefree party cow, who enjoys singing, dancing and playing tricks on humans. Unlike his father Ben (voiced by Sam Elliott), the respected patriarch of the farm, and Miles, the wise old mule (voiced by Danny Glover), Otis is careless about keeping the animals' humanlike talents a secret. But when suddenly put in the position of responsibility, the "udderly" irresponsible cow finds the courage to be a leader. The all-star human cast also includes: Courteney Cox as Daisy, Wanda Sykes as Bessy, and Andie MacDowell as Etta.

Dora the Explorer: "World Adventures" SPECIAL (Nov. 2006) – Dora and her friends are ready to celebrate Friendship Day when they realize all of the friendship bracelets are missing. Swiper has swiped them from all of the friendship parades around the world, and the bracelets won't "glow" unless everyone around the world has them. Dora volunteers to help Swiper travel to China, France, Tanzania and Russia to retrieve the bracelets, meet new friends and save the day!

Charlotte's Web (Motion Picture) (December 2006) – Charlotte's Web is a contemporary live-action re-telling of the timeless American story of friendship, sacrifice and loss. The classic family adventure brought to life with Hollywood magic for the very first time will feature an all-star cast including Dakota Fanning as Fern, Julia Roberts as Charlotte, Oprah Winfrey as Gussy, Thomas Haden Church as Brooks, Andy 3000 as Elwyn, Steve Buscemi as Templeton, John Cleese as Samuel, Cedric the Entertainer as Golly, Reba McEntire as Betsy, Kathy Bates as Bitsy, and Robert Redford as Ike.



2006 LOCAL/NATIONAL AD SALES PROMOTIONAL TIE-IN OPPORTUNITIES

- Kids' Choice Awards 2006
- Dora The Explorer Live Tour Sweepstakes
- Nickelodeon Costume Character Program
- SpongeBob SquarePants Photo Tent
- Fairly OddParents Photo Land
- Game Lab En Vivo (Spanish version of Game Lab)
- Nick LIVE

LEADING NATIONAL ADVERTISERS

AUTOMOTIVE

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FORD
GENERAL MOTORS CORP.
HONDA
KIA
MITSUBISHI
TOYOTA

MOVIE STUDIOS

20TH CENTURY FOX
ACTIVISION
BUENA VISTA
BUENA VISTA HOME ENT.
DISNEY PICTURES
DREAMWORKS
LION'S GATE FILMS
MIRAMAX
NEW LINE CINEMA
PARAMOUNT PICTURES
SONY PICTURES
UNIVERSAL PICTURES
WARNER BROS. PICTURES
WEINSTEIN BROTHERS
WARNER INDEPENDENT

FOOD

ADAMS
BURGER KING

FOOD'S (CONT'D)

CAMPBELL'S
CONAGRA
DANNON
DENNY'S RESTAURANT
DOLE FOODS
FRANKFORD
FRITO LAY
GENERAL MILLS
GOOD HUMOR
HERSHEY'S
KELLOGG'S
KRAFT
MASTERFOODS
MCDONALD'S
NESTLÉ
PAPA JOHN
PINNACLE FOODS
PIZZA HUT
PROCTER & GAMBLE
QUAKER OATS
SHOW BIZ PIZZA
SUBWAY SANDWICH
TOOTSIE ROLL
TOPP
VAN MELLE
WENDY'S

FOOD'S (CONT'D)

WRIGLEY'S GUM
ELECTRONICS
CASIO
EMERSON
EPSON
INTEL
MICROSOFT
RADIO SHACK
SONY ELECTRONICS
RETAIL/CLOTHING STORES
JC PENNEY
KSMART
KOHL'S
LIMITED TOO
OLD NAVY
TARGET STORES
THE CHILDREN'S PLACE
WALMART
OTHER
ACTIVISION
AMERICAN GREETINGS
BEST WESTERN
EMBASSY SUITES
HOLIDAY INN
NINTENDO
SONY PLAYSTATION

OTHER (CONT'D)

WYNDHAM
PACKAGED GOODS
ARM & HAMMER
COLGATE PALMOLIVE
GEORGIA PACIFIC
KIMBERLY-CLARKE
JOHNSON & JOHNSON
PACTIV
PROCTER & GAMBLE
NOVARTIS
RECKITT BENCKISER
SC JOHNSON
UNILEVER
PERSONAL CARE
COLGATE PALMOLIVE
GILLETTE
GLAXOSMITHKLINE
HASBRO
JOHNSON & JOHNSON
KIMBERLY-CLARKE
NESTLÉ
NOVARTIS
PROCTER & GAMBLE
ROSS LABORATORIES
STRIDEX
UNILEVER

TOYS/GAMES

BANDAI
BUILD-A-BEAR WORKSHOP
CDI TOYS
CRAYOLA
FLYING COLORS
HASBRO
JACKS PACIFIC
LEAPFROG
LEGO
MATTEL
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PLAY ALONG
PLAYMATE TOYS
PRESSMAN TOYS
RADICA
SPINMASTER TOYS
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THINKWAY
TOY BIZ
TOY PLAY
TOYS R' US
V-TECH
WHAM-O
ZAPP

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