



November 13, 2012

## Hub TV Network New Series 'Littlest Pet Shop' Makes Best-Ever Premiere For Any Original Series on Network

### Stellar Performances Power Network to 45 Consecutive Weeks of Audience Gains

LOS ANGELES – Powered by record-setting performances for the world premiere of the new original series "Littlest Pet Shop" and for the season premiere of the hit series "My Little Pony Friendship is Magic," [The Hub](#) TV continued its growth momentum for the week of 11/5/12 through 11/11/12. Both animated series are produced by Hasbro Studios and each premiered with back-to-back original episodes.

With the stellar performances of the two series and the continued strength of its other original series, The Hub has delivered 45 consecutive weeks of year-over-year audience growth (among its target audience of Kids 2-11, Persons 2+ and Households) and remains one of the year's fastest growing cable networks.

Also contributing to the solid week were continued strong performances of The Hub's original series including "Family Game Night" and "The Aquabats! Super Show!," and the movie *Jumanji*.

#### Week of 11/5/12 – 11/11/12

##### Weekly Highlights:

##### Daypart Performance

- In Total Day (Monday– Sunday, 6 a.m. – 6 a.m.), The Hub has demonstrated year-to-year gains among Kids 2-11, Persons 2+ and Households for 45 consecutive weeks.
- In Total Day, The Hub earned year-to-year delivery gains among Kids 2-11 (+4%, 47,000), Women 18-49 (+39%, 25,000), Adults 18-49 (+25%, 45,000), Persons 2+ (+7%, 116,000) and Households (+5%, 82,000).
- In Prime (Monday – Sunday, 8 p.m. – 11 p.m. ET), The Hub earned year-to-year delivery gains among Women 18-49 (+31%, 38,000), Adults 18-49 (+62%, 68,000), Persons 2+ (+14%, 158,000) and Households (+9%, 101,000).

##### Program Performance (all times ET)

- The series premiere of "Littlest Pet Shop" (Saturday, 11 a.m.) is the best-ever premiere of an original series on The Hub among Kids 2-11 (316,000), Kids 6-11 (142,000), Adults 18-49 (158,000), Persons 2+ (536,000) and Households (297,000).
- The full two-part series premiere of "Littlest Pet Shop" (Saturday, 11 a.m. – 12 p.m.) earned year-to-year delivery gains among Kids 2-11 (+472%, 303,000), Kids 6-11 (+590%, 145,000), Women 18-49 (+367%, 84,000), Adults 18-49 (+460%, 140,000), Persons 2+ (+379%, 503,000) and Households (+374%, 289,000).
- The season three premiere of "My Little Pony Friendship Is Magic" (Saturday, 10 a.m.) delivered the series' highest-ever season premiere among Kids 2-11 (327,000), Kids 6-11 (154,000), Women 18-49 (80,000), Adults 18-49 (146,000), Persons 2+ (578,000) and Households (323,000). The series premiered on the Hub in 2010 and this marks the third consecutive year of season premiere growth in all key demographics.
- The full two-part season premiere of "My Little Pony Friendship Is Magic" (Saturday, 10–11 a.m.) earned year-to-year delivery gains among Kids 2-11 (+183%, 342,000), Kids 6-11 (+273%, 153,000), Women 18-49 (+207%, 92,000), Adults 18-49 (+194%, 156,000), Persons 2+ (+204%, 601,000) and Households (+183%, 331,000).
- A new episode of "Care Bears: Welcome to Care-a-Lot" (Saturday, 8 a.m.) earned year-to-year delivery gains among

Kids 2-11 (+738%, 134,000), Kids 6-11 (+427%, 58,000), Women 18-49 (+767%, 52,000), Adults 18-49 (+440%, 54,000), Persons 2+ (+589%, 193,000) and Households (+545%, 129,000).

- A new military-themed episode of "Family Game Night" (Sunday, 7 p.m.), celebrating Veterans Day, earned year-to-year delivery gains among Kids 2-11 (+229%, 115,000), Kids 6-11 (+200%, 72,000), Adults 18-49 (+4%, 56,000), Persons 2+ (+39%, 246,000) and Households (+26%, 137,000).
- "The Aquabats! Super Show!" (Saturday, 12 p.m.) earned year-to-year delivery gains among Kids 2-11 (+446%, 131,000), Kids 6-11 (+863%, 77,000), Women 18-49 (+57%, 33,000), Adults 18-49 (+154%, 61,000), Persons 2+ (+213%, 213,000) and Households (+137%, 128,000).
- The Monday night "Jumanji" movie (8–10 p.m.) earned year-to-year delivery gains among Kids 2-11 (+52%, 85,000), Kids 6-11 (+11%, 50,000), Women 18-49 (+60%, 67,000), Adults 18-49 (+91%, 107,000), Persons 2+ (+55%, 236,000) and Households (+83%, 157,000).

(Source: The Nielsen Company, program based dayparts, most current, 11/5/12-11/11/12 vs. 11/7/11-11/13/11, growth by delivery)

### **About The Hub**

THE HUB is a multi-platform joint venture between Discovery Communications (NASDAQ: DISCA, DISCB, DISCK) and Hasbro, Inc., (NASDAQ: HAS) with a goal of entertaining, enlightening, empowering and educating children and their families. The cable and satellite television network features original programming as well as content from Discovery's library of award-winning children's educational programming; from Hasbro's rich portfolio of entertainment and educational properties built during the past 90 years; and from leading third-party producers worldwide. The Hub lineup includes animated and live-action series, as well as specials, game shows, and family-favorite movies. The network extends its content through a robust and engaging online presence at [www.hubworld.com](http://www.hubworld.com). The Hub rebranded from Discovery Kids on October 10, 2010, and is available in more than 70 million U.S. households. The Hub logo and name are trademarks of Hub Television Networks, LLC. All rights reserved.

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