



October 30, 2012

The Hub TV Network Delivers Tenth Consecutive Month of Audience Growth as Programming Strength Drives Network to Solid Week and Best-Ever Month

Network Demonstrates Success in Delivering Family Audiences, Posting Best-Ever Monthly Performance Among Adult Family Members

LOS ANGELES – [The Hub](#) TV Network continued its audience growth momentum among its key target kids and adult demographics for the week of October 22-28 and in doing so delivered the network's tenth consecutive month of year-to-year gains in Total Day in its key target demographics. October's strength also marked The Hub's best-ever monthly performance in Total Day among Women 18-49 and Adults 18-49. The record adult audiences are a significant demonstration of success for the network in meeting its goal of being a destination for kids and their families.

For the month of October, The Hub continued to deliver significant performances with its regular original series and was powered by stellar performances of its event programming including the season premiere of the series "R.L. Stine's The Haunting Hour: The Series" as well as the series October 27 special holiday episode starring Rico Rodriguez ("Modern Family").

Overall, the strong week was paced by the continued solid performances of The Hub's original series "Family Game Night," "Transformers Prime," "R.L. Stine's The Haunting Hour: The Series," "Care Bears: Welcome to Care-a-Lot" and "The Aquabats! Super Show!". The Hub also delivered solid numbers with its movie *Cats and Dogs: The Revenge of Kitty Galore*.

For the week and for the month, The Hub led all kid cable networks in co-viewing among Kids 2-11 watching with Women 18-49

October 2012 Monthly Highlights

- In Total Day (Monday – Sunday, 6 a.m. – 6 a.m.), The Hub has demonstrated year-to-year gains for 10 consecutive months among Kids 2-11, Kids 6-11, Women 18-49, Adults 18-49, Persons 2+ and Households.
- In Total Day, The Hub delivered its best month ever among Women 18-49 and Adults 18-49.
- In Total Day, The Hub earned year-to-year delivery gains among Kids 2-11 (+11%, 52,000), Kids 6-11 (+9%, 25,000), Women 18-49 (+41%, 31,000), Adults 18-49 (+33%, 56,000), Persons 2+ (+23%, 139,000) and Households (+28%, 97,000).
- In Prime Time (Monday – Sunday, 8 – 11 p.m. ET), The Hub earned year-to-year delivery gains among Women 18-49 (+53%, 49,000), Adults 18-49 (+56%, 89,000), Persons 2+ (+25%, 198,000) and Households (+31%, 136,000).

Week of 10/22/12

Weekly Highlights

Daypart Performance (All times ET)

- In Total Day The Hub has demonstrated year-to-year gains among Kids 2-11, Persons 2+ and Households for 43 consecutive weeks, among Women 18-49 for 17 consecutive weeks and among Adults 18-49 for 16 consecutive weeks.
- In Total Day, The Hub earned year-to-year delivery gains among Kids 2-11 (+10%, 55,000), Kids 6-11 (+12%, 28,000), Women 18-49 (+43%, 33,000), Adults 18-49 (+28%, 55,000), Persons 2+ (+17%, 138,000) and Households (+17%, 96,000).
- In Prime (Monday – Sunday, 8 – 11 p.m.), The Hub earned year-to-year delivery gains among Kids 2-11 (+5%, 62,000), Women 18-49 (+66%, 53,000), Adults 18-49 (+61%, 87,000), Persons 2+ (+26%, 203,000) and Households (+35%, 142,000).

Program Performance

- A marathon of the series "Goosebumps" (Monday, 4 – 8 p.m.) earned year-to-year delivery gains among Kids 2-11 (+170%, 192,000), Kids 6-11 (+306%, 126,000), Women 18-49 (+71%, 41,000), Adults 18-49 (+45%, 74,000), Persons 2+ (+106%, 327,000) and Households (+88%, 205,000).
- The Monday night movie, *Cats & Dogs: The Revenge Of Kitty Galore* (8 – 10 p.m.) earned year-to-year delivery gains among Kids 2-11 (+979%, 205,000), Kids 6-11 (+762%, 112,000), Women 18-49 (+469%, 91,000), Adults 18-49 (+387%, 146,000), Persons 2+ (+520%, 409,000) and Households (+404%, 257,000).
- A new episode of "R.L. Stine's The Haunting Hour: The Series" (Saturday, 6 p.m.) earned year-to-year delivery gains among Kids 2-11 (+35%, 154,000), Kids 6-11 (+28%, 111,000), Women 18-49 (+63%, 85,000), Adults 18-49 (+134%, 152,000), Persons 2+ (+53%, 368,000) and Households (+29%, 193,000).
- 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 (+471%, 137,000), Kids 6-11 (+271%, 78,000), Women 18-49 (+142%, 46,000), Adults 18-49 (+37%, 71,000), Persons 2+ (+180%, 224,000) and Households (+181%, 205,000).
- A new episode of "Transformers Prime" (Friday, 7 p.m.) earned year-to-year delivery gains among Kids 2-11 (+78%, 119,000), Kids 6-11 (+70%, 75,000), Women 18-49 (+157%, 77,000), Adults 18-49 (+330%, 172,000), Persons 2+ (+171%, 331,000) and Households (+213%, 244,000).
- A new episode of "Family Game Night" (Sunday, 7 p.m.) earned year-to-year delivery gains among Kids 2-11 (+388%, 117,000), Kids 6-11 (+708%, 97,000), Women 18-49 (+520%, 62,000), Adults 18-49 (+546%, 84,000), Persons 2+ (+251%, 239,000) and Households (+151%, 138,000).
- "The Aquabats! Super Show!" (Saturday, 12 p.m.) earned year-to-year delivery gains among Kids 2-11 (+39%, 107,000), Kids 6-11 (+16%, 43,000), Adults 18-49 (+17%, 35,000) and Persons 2+ (+18%, 172,000).

(Source: The Nielsen Company, program based dayparts, most current, 10/1/12-10/28/12 vs. 09/26/11-10/30/11 and 10/22/12-10/28/12 vs. 10/24/11-10/30/11, co-viewing from NPower)

About The Hub TV Network

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. 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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