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DISNEY JUNIOR'S 'MUPPET BABIES' SCORES ANOTHER RATINGS HIGHMARK

Ranks as Friday's #1 TV Telecast in Kids 2-5, Girls 2-5 and Boys 2-5



Photo credit: Disney Junior*
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For the 2nd time in 3 weeks, Disney Junior's "Muppet Babies" (Friday, April 27) posted new series highs in Total Viewers (1.38 million), Kids 2-5 (625,000/4.0 rating), Girls 2-5 (321,000/4.2 rating) and Adults 18-49 (407,000/0.3 rating). "Muppet Babies" delivered its #2 telecast to date in Boys 2-5 (304,000/3.8 rating).

"Muppet Babies" grew over the prior week by sizable double digits in Total Viewers (+38%), Kids 2-5 (+62%) and Adults 18-49 (+27%) and more than doubled the prior week's delivery in Girls 2-5 (+123%) to outdeliver the series' previous highs set two weeks earlier (on 4/13/18).

Versus its March 23 series launch, "Muppet Babies" posted solid gains of 38% in Total Viewers (1.38 million vs. 1.03 million), 66% in Kids 2-5 (625,000 vs. 377,000), 87% in Girls 2-5 (321,000 vs. 172,000) and 24% in Adults 18-49 (407,000 vs. 328,000).

"Muppet Babies" ranked as TV's #1 telecast on Friday in Kids 2-5, Girls 2-5 and Boys 2-5.

Source: The Nielsen Company, National U.S. Live + 3 Day Program Ratings for 5/4/18.

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