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The Hub Wraps 2012 with Fifth Consecutive Quarter of Year-Over-Year Audience Growth Across Key Demos

Q4 Momentum Powered by Launch of New Series "Littlest Pet Shop" And Continued Strength of Original Series

LOS ANGELES -- The Hub TV Network continued its ratings momentum as it wrapped up its second full year of programming by delivering strong 4th quarter 2012 results that cap a run that now extends to five consecutive quarters of year-over-year audience growth. The solid fourth quarter included the successful debut of the much-anticipated animated Hub TV Original Series "Littlest Pet Shop," produced by Hasbro Studios.

"Littlest Pet Shop" was the top-ranked original series on the network in 2012, and its pairing with the hit series "My Little Pony Friendship is Magic" produced a potent Saturday morning block (10 a.m. – noon ET) for The Hub.

In the fourth quarter, the powerhouse block of "My Little Pony Friendship is Magic" and "Littlest Pet Shop" (Saturday, 10 a.m. – 12 p.m.) earned hefty year-to-year delivery gains among Kids 2-11 (+75%, 226,000), Kids 6-11 (+112%, 106,000), Women 18-49 (+97%, 73,000), Adults 18-49 (+95%, 119,000), Persons 2+ (+91%, 404,000) and Households (+90%, 254,000).

For the quarter, the top five original series on The Hub with Kids 2-11 were "Littlest Pet Shop," "My Little Pony Friendship Is Magic," "R.L. Stine's The Haunting Hour: The Series," "The Aquabats! Super Show!" and "Care Bears: Welcome To Care-A-Lot."

The top five original series on The Hub with Kids 6-11 were "R.L. Stine's The Haunting Hour: The Series," "Littlest Pet Shop," "Family Game Night," "Dan Vs." and "The Aquabats! Super Show!."

The network's December Total Day performance marked the twelfth consecutive month of year-over-year gains among Kids 2-11, Kids 6-11, Women 18-49, Persons 2+ and Households.

For the full year, the fourth quarter and the month of December 2012, The Hub delivered year-to-year audience gains in Total Day among key target demographics including Kids 2-11, Kids 6-11, Women 18-49, Adults 18-49, Persons 2+ and Households.

Q4 2012 Performance Highlights (all times ET)

- The Hub has demonstrated year-to-year growth in Total Day for the fifth consecutive quarter among Kids 2-11, Kids 6-11, Women 18-49, Adults 18-49, Persons 2+ and Households.
- In Total Day, The Hub earned year-to-year delivery gains among Kids 2-11 (+14%, 48,000), Women 18-49 (+30%, 26,000), Adults 18-49 (+26%, 48,000), Persons 2+ (+19%, 123,000) and Households (+23%, 87,000).
- In Prime (Monday – Sunday, 8-11 p.m.), The Hub earned year-to-year delivery gains among Kids 2-11 (+14%, 50,000), Women 18-49 (+29%, 36,000), Adults 18-49 (+36%, 68,000), Persons 2+ (+24%, 168,000) and Households (+28%, 115,000).
- During the quarter, the series premiere of "Littlest Pet Shop" (Saturday, November 10th, 11a.m.) set The Hub's delivery record for an original series premiere with Kids 2-11 (351,000), Kids 6-11 (160,000), Adults 18-49 (159,000), Persons 2+ (577,000) and Households (326,000).

- The season three premiere of "My Little Pony Friendship is Magic" (Saturday, November 10th, 10 a.m.) was the highest season debut of the show since it premiered on The Hub in 2010, and marked the third year of consecutive growth with kids and adults. Kids 2-11 (391,000), Kids 6-11 (171,000), Women 18-49 (106,000), Adults 18-49 (179,000), Persons 2+ (686,000) and Households (388,000) all delivered their highest season premiere ratings for the series.
- For the quarter, the powerhouse block of "My Little Pony Friendship is Magic" and "Littlest Pet Shop" (Saturday, 10 a.m. – 12 p.m.) earned year-to-year delivery gains among Kids 2-11 (+75%, 226,000), Kids 6-11 (+112%, 106,000), Women 18-49 (+97%, 73,000), Adults 18-49 (+95%, 119,000), Persons 2+ (+91%, 404,000) and Households (+90%, 254,000).

December Monthly Performance Highlights (all times ET)

- In Total Day, The Hub has demonstrated year-to-year gains among Kids 2-11, Kids 6-11, Women 18-49, Persons 2+ and Households for 12 consecutive months.

Weekly Performance Highlights, December 24-30 (all times ET)

- A new episode of "Littlest Pet Shop" (Saturday, 11:30 a.m.) earned year-to-year delivery gains among Kids 2-11 (+169%, 277,000), Kids 6-11 (+266%, 117,000), Women 18-49 (+11%, 63,000), Adults 18-49 (+41% 130,000), Persons 2+ (+112%, 451,000) and Households (+93%, 272,000).
- A new episode of "My Little Pony Friendship is Magic" (Saturday, 10:30 a.m.) earned year-to-year delivery gains among Kids 2-11 (+7%, 236,000), Kids 6-11 (+6%, 105,000), Women 18-49 (+73%, 85,000), Adults 18-49 (+85%, 157,000), Persons 2+ (+27%, 432,000) and Households (+17%, 262,000).
- A new episode of "Family Game Night" (Sunday, 7 p.m.) earned year-to-year delivery gains among Kids 2-11 (+45%, 71,000), Kids 6-11 (+20%, 36,000), Women 18-49 (+65%, 51,000), Adults 18-49 (+40% 59,000), Persons 2+ (+43%, 157,000) and Households (+51%, 113,000).
- Saturday's powerhouse block of "My Little Pony Friendship is Magic" and "Littlest Pet Shop" (10 a.m. – 12 p.m.) earned year-to-year delivery gains among Kids 2-11 (+70%, 230,000), Kids 6-11 (+67%, 92,000), Women 18-49 (+58%, 71,000), Adults 18-49 (+52%, 126,000), Persons 2+ (+62%, 385,000) and Households (+34%, 227,000).

(Source: The Nielsen Company, program-based dayparts, most current, 12/26/11-12/30/12, 10/1/12-12/30/12, 11/26/12-12/30/12 and 12/24/12-12/30/12 vs. same Nielsen periods a year ago, 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. 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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For information:

Mark J. Kern, 818.531.3670, Mark_Kern@HubTV.com