



STRONG CHRISTMAS PERFORMANCE ROUNDS OFF BEST-EVER YEAR FOR COMEDY CENTRAL UK

**GROWTH HITS 19% YEAR ON YEAR
NARRATIVE COMMISSION *THREESOME* SERIES 2 PICKS UP MONTREUX AWARD
CHARLIE SHEEN HIT ANGER MANAGEMENT BECOMES BIGGEST SHOW LAUNCH**

London, January 3rd, 2013: Comedy Central rounded off its best performing year since launch with a strong Christmas 2012 performance and a clutch of awards including Best Comedy for original comedy *Threesome*.

Comedy Central's peak time viewing for 16-34 year-olds was up 35% year-on-year (yoy) over the Christmas period, showing more growth than any of its general entertainment channel competitors in Pay-TV homes.

Comedy Central Extra also saw an impressive 42% YOY peak time viewing increase over Christmas, helping the Comedy Central four-pack of channels (Comedy Central, Comedy Central +1, Comedy Central Extra, Comedy Central Extra +1) to a 11% YOY increase. This is more growth than seen by the ITV, Channel 4 and Channel 5 family digital channels.

Overall in 2012 the channel was up 19% YOY, resulting in the channel's best performing year ever.

Comedy Central has grown 82% since launch in 2008 and is now ranked as the #1 channel for 16-34s*.

The channel's first narrative comedy commission *Threesome* won the Montreux Comedy Award for best comedy and is nominated in this month's Broadcast Award for best multi-channel programme. Season 2 headlined the autumn schedule seeing ratings up 20% on season 1.

Following this success MD Jill Offman green lit more UK commissions – Stewart Lee joined the channel to curate his favourite comedians in the upcoming Alternative Comedy Experience and Blake Harrison of *The Inbetweeners* also joined the line-up to star in *Big Bad World* (Objective).

2012 saw a raft of new shows join Comedy Central including the hugely anticipated US hit *Anger Management* with Charlie Sheen - which became the channel's biggest ever new show launch.

Jon Stewart's infamous *The Daily Show* also joined Comedy Central with guests including Boris Johnson, Barak Obama, Robert Pattinson and Kristen Stewart making memorable appearances.

Creatively the channel picked up three Promax awards for its brand refresh and was nominated for channel of the year.

Ends

#1 GE channel in Pay TV homes in Daytime (08:30-17:59)

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Notes to editors:

Source: BARB/ TechEdge

Christmas: 24th-26th December 2012 vs. 24th-26th December 2011

Extra: 0900-2659

All time: 0830-3629

Daytime: 0830-1759

Peak Time: 1800-2629