



For immediate release

Nickelodeon UK's iGoodbye iCarly Finale Rates as Number One Kids' Show for Premiere

London, 8th April, 2013— 'iGoodbye,' the final episode of Nickelodeon's smash hit live-action series *iCarly*, premiered on Friday 5th April and helped to rank **Nickelodeon as the #1 kids channel for the day**. An average of 338,100 individuals, including 212,000 kids 4-15 watched the *iCarly* finale on day of broadcast. In total 954,500 individuals, including 600,800 kids have tuned into the special so far.*

The success of the 'iGoodbye' special was also seen online through social media activity, with "*iCarly*" trending in the UK for two hours post the premiere - using our hashtag #iGoodbye – and trending worldwide during the show.

Nickelodeon's beloved hit comedy *iCarly* has entertained millions throughout its five seasons since its UK premiere on 24th March 2008. Its cult status has been cemented by guest appearances from fans such as Michelle Obama, Emma Stone and One Direction. Currently Nickelodeon's longest running show, its ground-breaking format, that allowed viewers to upload content, not only secured its huge ratings but helped spark a whole new genre of TV.

In the hour-long special, 'iGoodbye,' Carly Shay's (played by Miranda Cosgrove) Air Force father Colonel Shay brings an emotional culmination to the much loved series. However, fans need not despair as *iCarly* will continue to air on the channel through 2013. Jennette McCurdy (*iCarly*'s Sam Puckett) has begun filming Nickelodeon's brand new live-action original comedy series *Sam & Cat* alongside Ariana Grande (*Victorious*' Cat Valentine). The show will see the pair reprising their roles and finding themselves unlikely roommates who become teen entrepreneurs by starting their own after-school babysitting business.

Nickelodeon is the number one commercial kids TV network in the UK. Launched in 1993, it comprises seven dedicated entertainment channels for kids aged 4-15: Nickelodeon, Nickelodeon HD, Nick +1, Nicktoons, Nick Jr., Nick Jr. +1 and Nick Jr. 2. The Nickelodeon network now reaches more than 10 million viewers a month and is available in 14 million cable and satellite homes. The company has built a diverse multi-platform business by putting kids first in everything it does and includes critically-acclaimed and hugely-popular television programming from the UK and around the world, plus consumer products, online, events, recreation and feature films.

*Source: BARB/part consolidated data/ All Homes for Nickelodeon and C&S homes for competitors/ Nickelodeon Stagger/ K4-15/K4- 14/Ind 4+ / - reach data is for premiere and encores

- Ends -

For more information please contact:

Natalie House
Senior PR Manager, Nickelodeon UK
0203 580 3122
07717 7256455
natalie.house@nickelodeon.co.uk