



***Phineas and Ferb* Launch Breaks Records on Disney Channel UK**

- **Most successful animation series premiere on Disney Channel in the UK**
- **Ranked number one in its premiere time slot (February 1st, 5.45pm – 6pm) amongst boys 6 to 12***
- **Ranked number one in its premiere time slot (February 1st, 5.45pm – 6pm) amongst all kids** across the competitive set**
- **Groundbreaking rollout with global premiere (February 1st) across numerous countries worldwide and television first with continued rollout over 10 days with original episodes**

London, 8th February: Disney Channel today announced that *Phineas and Ferb*, the channel's latest comedy animation series, has become the most successful animation launch for Disney Channel ever in the UK. The show topped the ratings charts and won the number one position in its time slot amongst boys aged between 6 to 12 years old.

The show proved to be a huge hit with Disney Channel's tween audience with the premiere ranking number one in its time slot among kids across the competitive set and number two across all channels - just behind BBC One's *Neighbours* with an average audience of 244,000 kids and 11.8% audience share.

Over the launch weekend a huge 1.39 million individuals*** tuned into the show making *Phineas and Ferb* the second most successful animation launch in multi-channel homes since January 2007 after BBC One's *Animalia*.

Jonathan Boseley, VP Programming, Disney Channel UK commented: "We are thrilled with these strong premiere figures. Animation is key part of Disney Channel's DNA and we're delighted that *Phineas and Ferb* is already proving to be a huge hit with kids in the UK. We hope that the imaginative storylines and great range of characters continue to inspire kids to tune in over the next few months."

Phineas and Ferb was launched with a groundbreaking rollout strategy with the series premiering in numerous countries worldwide on February 1st and made television history with a continued rollout of over 10 days with original episodes – a television first.

Phineas and Ferb is from creators Dan Povenmire (Family Guy) and Jeff "Swampy" Marsh (The Simpsons) and includes an all star line up of the voice talent including Britain's Thomas Sangster (*Love Actually*) and Richard O'Brien (creator of The Rocky Horror Picture Show) as well as Ashley Tisdale of *High School Musical* fame and Vincent Martella (Everybody Hates Chris).

Produced in traditional 2D animation from an artist's storyboard, *Phineas and Ferb* features a range of great characters and storylines based around the relatable theme of resourceful stepbrothers. Phineas Flynn (Vincent Martella) and his stepbrother, Ferb Fletcher (Thomas Sangster), set out to conquer boredom and make every day of their 104-day summer holiday count. The brothers dream impossible dreams and somehow make those dreams come true. What's more, the boys manage to clean up the evidence before their parents get home, much to the annoyance of their older sister, Candace (Ashley Tisdale).

Phineas and Ferb was launched with a month-long global programming event, *Phineas and Ferb-ruary* and it is broadcast on the channel at 8.30am on weekends and every week day at 4pm.

-Ends-

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Notes to Editors

Source: BARB Overnights

*Boys (6-12) in all multi-channel homes

**Kids (4-15) in all multi-channel homes

***Individuals (4+) in all multi-channel homes

Disney Channel

Disney Channel, part of the Disney-ABC Television Group, known for its unique, quality entertainment, airs hit shows such as the top-ranking, animated series Disney's Kim Possible, live action shows like Hannah Montana and Disney Channel Original Movies such as High School Musical. Playhouse Disney is the home of fun, learning-based entertainment that engages the minds and imaginations of pre-schoolers with shows like My Friends Tigger and Pooh and Disney's Little Einsteins. Disney Cinemagic is a premium channel brand, offering family programming featuring classic Disney animated movies.