



March 5, 2018

**DISNEY CHANNEL'S 'ZOMBIES' GETS EVEN LIVELIER  
IN L+7 NIELSEN RATINGS, DIGITAL VIEWING, MUSIC VIDEOS  
AND BILLBOARD MUSIC CHART RANKINGS**

Meg Donnelly and Milo Manheim to Host Special Telecast on Disney Channel with Fun Second Screen Live Play Activities on DisneyNOW, Friday, March 30

The power of a music-driven story, an integral part of Disney Channel's connection to kid and tween viewers, continues to bear out with "ZOMBIES," the **#1 cable telecast among Kids 6-11, Kids 6-14, Tweens 9-14 and Girls 6-11 in seven months**, since the premiere of "Descendants 2" (July 21, 2017). Among all kids cable TV networks, it is **the highest rated telecast in Total Viewers** (four million), since the debut of "Raven's Home" (July 21, 2017), according to newly available L+7 data. Through its first 10 telecasts, "ZOMBIES" reached 12.8 million Total Viewers, including 4.0 million Kids 6-11. In other metrics, "ZOMBIES" is Disney Channel's **#1 Video-On-Demand** property and has been **#1** in the DisneyNOW app since its Feb. 16 premiere.



Photo credit: Bob D'Amico/Disney Channel\*  
Photos and press materials are available [here](#).

In addition to linear TV ratings, the Disney Channel Original Movie has elicited genuine connection through its DisneyMusicVevo videos which have tallied over 40 million views to-date. These videos include lifts of the "My Year" and "Someday" musical scenes, each at over nine million views since their Feb. 16 release, and the "BAMM" musical scene, which has over five million since its Oct. 27 release.

The "ZOMBIES" soundtrack, released Feb. 16 on Walt Disney Records, debuted at **#4** on the Billboard Top Soundtrack and **#1** on the Billboard Top Children's chart. It peaked

at #2 on the iTunes Soundtrack chart and #3 on the iTunes Album chart in its first weekend.

Popular actors Meg Donnelly and Milo Manheim will host a special telecast – with a fun second screen participation experience that will connect kids' interest in the movie with their favorite activities, games and quizzes – when Disney Channel presents "ZOMBIES Live Play," **FRIDAY, MARCH 30** (9:00 p.m., EDT/PDT) simultaneously on the DisneyNOW app and Disney Channel. As viewers play along in DisneyNOW, they will see real-time results of polls and trivia challenges on Disney Channel during both the East and West Coast transmissions of the movie.

Disney's "ZOMBIES" will be released on Disney DVD April 24 with exclusive bonus content, including bloopers, deleted scenes and The Zombie Survival Guide to High School.

Showcasing a multi-talented cast led by Meg Donnelly (ABC's "American Housewife") and Milo Manheim, the movie depicts two star-crossed freshmen – a zombie and a cheerleader – each outsiders in their unique ways, who befriend each other and discover the beauty in their differences and in their similarities. The choices they make drive the movie's messages about being openhearted, generous, kind and true to yourself. It also stars Trevor Tordjman, Kylee Russell, Carla Jeffery, James Godfrey and Kingston Foster.

Disney's "ZOMBIES" was written and co-produced by David Light and Joseph Raso, directed by Paul Hoen ("Camp Rock 2," "Jump In!") and executive-produced by Effie Brown ("Real Women Have Curves," "Stranger Inside"). The choreographers are Christopher Scott ("So You Think You Can Dance," "Teen Beach Movie") and Jeffrey Hornaday ("Teen Beach Movie"). The production designer is Mark Hofeling ("Descendants 2," "High School Musical") and the costume designer is Rita McGhee ("The New Edition Story," "Empire").

Source: The Nielsen Company, National U.S. Live + 7 Day Program Ratings for 7/21/17-2/16/18. Reach: NPower, 2/16-2/28/18, 6-minute qualifier.

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