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PREMIERE OF DISNEY CHANNEL'S ORIGINAL MOVIE 'ZOMBIES' IS CABLE'S #1 TV TELECAST SINCE JULY 2017 WITH KEY YOUTH DEMOGRAPHICS

New Episode of 'Andi Mack' Scores 3-Month Highs in Kids 6-11 and Girls 6-11

Disney Channel Claims Friday's #1 TV Telecast in Key Kids Demographics



Photo credit: Bob D'Amico/Disney Channel*
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Against big competition from the 2018 Winter Olympics, Disney Channel's "ZOMBIES" reached 10.3 million Total Viewers, including 3.3 million Kids 6-11, over the holiday weekend with eight telecasts beginning Friday, Feb. 16 (8:00 p.m. EST) through Monday, Feb. 19.

The Friday, Feb. 16 premiere of the Disney Channel Original Movie "ZOMBIES" (8:00 p.m. EST) is the #1 cable TV telecast among Kids 6-11 (1.14 million/4.8 rating) and Girls 6-11 (752,000/6.4 rating) since "Descendants 2" on July 21, 2017 and the #1 telecast across kid cable TV networks in Total Viewers (2.57 million) since the debut of "Raven's Home" on July 21, 2017.

Kicking off the family-viewing event, an all-new episode of "Andi Mack" (7:30 p.m. EST) generated 3-month ratings highs with Kids 6-11 (580,000/2.4 rating) and Girls 6-11 (423,000/3.6 rating) since Nov. 17, 2017.

Beating NBC's Winter Olympics coverage on the night, Disney Channel's "ZOMBIES" stood as Friday's #1 TV telecast among Kids 6-11 and Girls 6-11.

Disney Channel's "ZOMBIES" is also available on DisneyNOW and VOD (Feb. 16, 12:01 a.m. EST) and soared to its current #1 rank on the iTunes Top TV Seasons chart.

The "ZOMBIES" soundtrack, released Feb. 16 on Walt Disney Records, is #6 on iTunes Top Albums chart and #3 on the iTunes Soundtracks chart among the multi-week Oscar nominee "The Greatest Showman," and the soundtrack to the record-setting Marvel Studios' "Black Panther."

The music video for "BAMM" has accrued nearly 3.5 million views to-date on DisneyMusicVevo since its Oct. 27 release.

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 Channel'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 Jeff 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").

The score was composed by George S. Clinton. The creative teams for the songs are "My Year," written by Jack Kugel, Hanna Jones and Matt Wong and produced by Jamie Jones, Jack Kugell and Matt Wong; "Fired Up," written by Mitch Allan and Nikki Leonti Edgar and produced by Mitch Allan; "Someday," written by Dustin Burnett and Paula Winger and produced by Dustin Burnett; "BAMM," written by Ali Dee Theodore, Sergio Cabral, Julian Davis, Sarai Howard and Anthony Mirabella and produced by Ali Dee Theodore and Anthony Mirabella; and "Stand," written and produced by Matthew Tishler.

Disney Channel'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.

Source: The Nielsen Company, National U.S. Live + Same Day Program Ratings for 7/21/17-2/16/18. Reach: NPower, 2/16-2/19/18, 6-minute qualifier.

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