



August 4, 2016

**SEASON FOUR PREMIERE OF AWARD-WINNING
'DOC MCSTUFFINS' CHECKS IN AS DISNEY JUNIOR'S NO. 1 SERIES
TELECAST OF 2016 AMONG KIDS 2-8**



Photo credit: Disney Junior*
Photos are available [here](#).

The season four premiere (7/29/16, 9:00-10:00 a.m.) of the Peabody Award-winning animated series "Doc McStuffins" -- titled "Doc McStuffins: Toy Hospital" and guest starring Anthony Anderson (ABC's "black-ish") -- is the channel's #1 series telecast of 2016 among Kids 2-8 (2.8 rating) and is the third most-watched series telecast ever in Total Viewers (1.4 million), behind only the 10th anniversary of "Mickey Mouse Clubhouse" (5/6/16) and the series launch of "Elena of Avalor" (7/22/16). For its premiere and encores, the episode reached over 11 million Total Viewers, including 4.4 million Kids 2-8 and 3.7 million Adults 18-49.

The "Welcome to McStuffinsville" episode has also generated over 1.1 million viewer engagements to date – including nearly 1 million on the Disney Junior app alone. On YouTube, the series has generated over 35 million video views launch to date.

In Live + 3 day ratings versus Live + Same Day ratings, "Doc McStuffins: Toy Hospital" soared by solid double-digit percentages, including with Total Viewers (+27% – 1.4 million vs. 1.1 million), Kids 2-8 (+27% – 760,000 vs. 597,000) and Adults 18-49(+26% – 1.1 million vs. 876,000).

This Saturday, August 6, the first-ever museum exhibit dedicated to "Doc McStuffins" will open at the world's largest children's museum, The Children's Museum of Indianapolis. The interactive experience, inviting kids and families to explore and learn about healthy habits, compassion and nurturing care, will travel to other venues across the country beginning in 2017.

The series, which debuted in 2012, was honored with a prestigious Peabody Award (2015) recognizing outstanding storytelling in electronic media, and NAACP Image Awards (2016, 2015) for Outstanding Children's Program.

"Doc McStuffins" is a production of Dublin, Ireland's Brown Bag Films in association with Disney Channel. The Hollywood Health & Society division of the USC Annenberg Norman Lear Center serves as its health and medical consultants, advising on basic health issues that are relevant to young kids and families. The series airs daily on Disney Channel and Disney Junior.

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[Sources available upon request]

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