



Note to editors:

- Tweens: kids 8-12 year olds
- Kids 8-12 share for the Swedish premiere 25,1% in all households
- Premiere weekend
 - Premiere: Friday October 3 at 19:00, second airing on Saturday October 4 at 10:30, third airing Sunday October 5, at 16:00.
- 1 minute reach among Individuals 3+ in all Households:
 - Premiere: 150.900 (including guests)
 - Weekend: 210.900 (not including guests)
- 1 minute reach among Individuals 3+ in Scandinavia (all households in Sweden, Multi channel households in Norway and in Denmark) over premiere weekend (3 airings): 757.100
- Data based on minute-by-minute data
- Source:
 - MMS Sweden/TechEdge
 - TNS Gallup Denmark/TechEdge
 - TNS Gallup Norway/Mediametri