

**Before the
FEDERAL COMMUNICATIONS COMMISSION
Washington, D.C. 20554**

In the Matter of)
)
Children's Television Obligations)
Of Digital Television Broadcasters) MM Docket No. 00-167
)

**PETITION FOR RECONSIDERATION OF
4KIDS ENTERTAINMENT, INC.**

4Kids Entertainment, Inc. (“4Kids”), a small public company that is trying to compete in the children’s television market place against giant media conglomerates, seeks reconsideration of certain aspects of the Commission’s Report and Order in the above-referenced Docket, released November 23, 2004. In particular, 4Kids seeks reconsideration of the Commission’s decision to revise its definition of “commercial matter” to include promotions of television programs or video services other than children’s educational and informational programming.

For each of the past few years, 4Kids has produced or adapted for broadcast approximately 350 half-hour animated episodes of children’s programming. 4Kids is the producer of such hit children’s television shows as Pokémon and Yu-Gi-Oh! which are broadcast on KidsWB! and on Cartoon Network. In addition, 4Kids produces the programs for the 4 hour block of children’s programs broadcast principally on Saturday mornings on the Fox Network. 4Kids also owns and operates a media buying agency that specializes in buying television advertising time for its clients on children’s television programs. 4Kids, therefore, has an in-depth understanding of the many different aspects of the children’s television business.

4Kids strongly believes that the expanded definition of “commercial matter” reflected in revised Note 1 to Section 73.670 of the Commission’s rules will have a dramatic and unintended negative impact on (i) young television viewers, (ii) over-the-air broadcasters (“Broadcasters”) and (iii) small entertainment firms and their employees. While the intended objective of the expanded definition is to encourage viewing of educational and informational programming (“Core Programming”), we believe that the actual effect of the change will be just the opposite. The revised definition of “commercial matter” will, without question, substantially reduce the viewing of Core Programming by children.

I. Children’s Television Viewing Patterns

Over the last several years, there has been a significant change in children’s television viewing patterns that the FCC must take into account in crafting regulations designed to implement the Children’s Television Act of 1990. As measured by the Nielsen ratings (see the chart attached hereto as Exhibit A), there has been a significant reduction in the number of kids watching kids programming on broadcast television. The three cable channels dedicated to telecasting children’s programming virtually exclusively: (i) Nickelodeon owned by Viacom, Inc., (ii) Cartoon Network owned by Time Warner, Inc. and (iii) the Disney Channel owned by Disney, Inc., however, have been unaffected by the shift in children’s viewing patterns. These three cable channels (collectively “Kids Cable Channels”) have become, in effect, the destination channels for kids for the simple reason that kids know that when they tune in to Kids Cable Channels, there will always be programming directed to the children’s audience. The ratings success of the Kids Cable Channels demonstrates that it almost doesn’t matter what programs they offer or how many times they repeat each of the episodes. The Kids Cable Channels attract large audiences of children simply because

children know where to find these channels and understand that these channels will always be showing children's programming.

Prior to the ratings growth of Nickelodeon and Cartoon Network, there was a robust local spot advertising market for children's television programs. The local spot advertising dollars to support children's programming on Broadcasters have all but disappeared for the following reasons. First, the rise of the twenty-four hour a day cable channels devoted primarily to children's programming resulted in a tremendous increase in the inventory of national television commercial units on the market thereby reducing the value of the local spots. Second, the business of most major children's advertisers (e.g., toy companies, food companies, movie companies etc.) is national in scope; it is, therefore, much more efficient for such national advertisers to advertise on the Nickelodeon and Cartoon Network than on the local Broadcasters. As a result of these two trends, local Broadcasters have very little economic incentive to remain in the children's television business particularly when they have to compete with the Kids Cable Channels.

Some local broadcasters have, therefore, elected to reduce their children's programming commitment to the absolute bare minimum: three hours per week of Core Programming. We firmly believe that if Broadcasters only offer Core Programming, the over-the-air stations will become even less of a destination for kids than they currently are. The net result of these clear, marketplace trends will be that Broadcasters will have an island of Core Programming that kids do not watch that is embedded amid 165 hours of other programming not directed to the children's audience. The chart attached to this letter as Exhibit B lists the 2004-2005 broadcast season to date average Nielsen ratings of Core Programming and non-E/I Programming broadcast on Saturday mornings by Broadcasters

and Kids Cable Channels. The chart demonstrates that the Core Programs are among the lowest rating programs for kids 6-11. The only Core Programs that generate a rating above “1” are (i) the ABC Core Programs, all of which are broadcast multiple times each day on the Disney Channel, and, therefore, have a built-in audience, (ii) Dora The Explorer which is broadcast multiple times each day on Nickelodeon and likewise has a built-in audience, and (iii) 4Kids’ show, The Winx Club, broadcast on Fox but surrounded by non-E/I Programming. The Core Programming on all other Broadcasters that are either not telecast repeatedly on the Kids Cable Channels or are not surrounded by non-E/I Programming have ratings that are less than “1”.

II. Negative Effect of the Revised Definition on Broadcasters

As the Nielsen ratings on Exhibit B demonstrate, Broadcasters need to televise non-E/I Programming in order for there to be a reasonable chance that the Core Programming will be watched at all. The revised definition, however, removes or severely curtails one of the key tools with which Broadcasters can promote their children’s programs (i.e., promotional announcements) and attempt to remain competitive with the Kids Cable Channels.

We believe that a definition of “commercial matter” that includes promotional announcements for children’s programs that are not “Core Programming” will continue to drive the children’s audience to the Kids Cable Channels that are exempt from any requirement to televise Core Programming for children. The expanded definition presents Broadcasters with the following three very unattractive alternatives: (i) Broadcasters can virtually eliminate all promotional announcements and tune in information for children’s programming appearing on their network or station other than for Core Programming, (ii) Broadcasters can elect to use some portion of their limited commercial inventory under the

Children's Television Act of 1990 to promote non-E/I Programming, or (iii) Broadcasters can purchase commercials on other channels or in other media to promote non-E/I Programming.

Let us examine the consequences of each of the above alternatives. If Broadcasters do not promote their non-E/I Programming, kids will continue to abandon Broadcasters and shift their viewing to the Kids Cable Channels (the destination channels for kids) which do not have any Core Programming requirements. The FCC must bear in mind that most young children do not read TV listings in the newspapers or guides, and cannot easily follow the fast moving cable television listings. Therefore, promotional announcements and tune in information are among the few ways that Broadcasters can publicize their slate of children's programs to children and attempt to remain competitive with the Kids Cable Channels. In addition, audience flow from non-E/I Programming to Core Programming during a children's programming block helps to build a larger audience for Core Programming.

If Broadcasters elect to use some of their limited commercial inventory to promote non-E/I Programming or attempt to promote non-E/I Programming by advertising in other media, the reduced advertising revenues or significant cost increases resulting from these media buys will further compromise the viability of the financial model that has sustained the broadcast of children's television programs by Broadcasters. If non-E/I Programming cannot be promoted by Broadcasters, then Broadcasters will simply opt to broadcast only the required three hours of Core Programming per week and will make no effort to attract young viewers to their networks or stations. Thus, without the ability to promote non-E/I Programming and without the audience-generating ability of non-E/I Programming, Broadcasters that are obligated to broadcast the Core Programming will have an ever smaller

children's audience watching their Core Programming, the very opposite of the FCC's laudatory policy goal of increasing the viewership of Core Programming.

Conversely, the revised definition of "commercial matter" will have a relatively minor impact on the Kids Cable Channels. First, it is considerably less important for the Kids Cable Channels to promote non-E/I Programming since as destination channels, the children's audience knows that all programming on such cable channels is devoted to children. The kids will simply stay tuned to the Kids Cable Channels without much promotional prodding. Second, the revenue model of the Kids Cable Channels will only be marginally impacted if the Kids Cable Channels devote some portion of the commercial inventory to promotional announcements for non-E/I programs. In contrast to Broadcasters which telecast limited hours of children's programming, Nickelodeon and Cartoon Network have advertising spots available for sale to advertisers twenty-four hours per day, seven days a week. Nickelodeon and Cartoon Network can, therefore, easily use a small portion of their overall commercial inventory to run promotional spots for their non-E/I Programming without materially affecting their advertising revenues. The Disney Channel which does not sell advertising will not be impacted at all since Disney Channel can use all permissible commercial time to promote its non-E/I Programming. In addition, any negative effect of the revised definition of "commercial matter" on the Kids Cable Channels will be further limited by the fact that the Kids Cable Channels also receive millions of dollars of revenue in subscription fees, a source of revenues that will not be impacted by the revised definition of "commercial matter". Thus, the expanded definition of "commercial matter" compounds the tremendous advantages already enjoyed by the Kids Cable Channels, as compared to Broadcasters.

The new definition of “commercial matter” also does not take into account other unique aspects of the children’s television audience. There is a considerable difference in maturity and intellectual development between the four to seven year old audience segment and the eight and above audience segment. Core Programming designed to appeal to the eight and above audience will probably be too sophisticated for the four to seven year old viewers and Core Programming designed to appeal to the four to seven year old audience will be too elementary for the eight and above audience. It is, therefore, counterproductive to promote Core Programming that is directed at the children’s audience aged eight and above during children’s programming geared to four to seven year olds and vice versa. The revised definition of “commercial matter” intended to increase promotion of Core Programming will, therefore, not necessarily result in increased viewership for Core Programming.

We firmly believe that, rather than further skewing the regulatory structure in favor of the Kids Cable Channels that are not subject to the Core Programming requirement, the FCC should be trying to create a more level playing field between Broadcasters and cable television so that Broadcasters can invest in and telecast both non-E/I Programming and Core Programming for the kids audience. In that way, Broadcasters can telecast an appealing mix of kids programs (both Core Programming and non-E/I Programming) that has a chance to compete with the Kids Cable Channels and to attract a representative number of kids to view Core Programming.

There is yet another unintended negative effect of the revised definition: it will result in children seeing fewer promotions for programming that is specifically produced for children. However, children will continue to be influenced by promotional messages that they see while watching other (non-kid targeted) television programs. Thus, the FCC should

be concerned that the reduction in promotional announcements for kid targeted non-E/I Programming that will result from the new definition of “commercial matter” will cause children to spend more time watch the more heavily promoted prime time programs that may be inappropriate for children. This trend is already underway as evidenced by the Nielsen Ratings for the week ended January 17, 2005, (see Exhibit C). Four of the top fifteen shows for kids aged six through fourteen were Extreme Makeover, Desperate Housewives, WWE Smackdown and Fear Factor. Imagine what will happen to the list of the top shows when on-air promotion for kid targeted non-E/I Programming is severely curtailed if not eliminated by the expanded definition of “commercial matter”. We believe that kids will spend more of their available television viewing time watching the network prime time schedules that are heavily promoted and not on the children’s programming. Thus, the new definition of “commercial matter” will again result in the FCC not accomplishing its policy goal of having more children watch Core Programming.

III. The Negative Economic Impact of the Revised Definition on U.S. Production Companies

In addition to the expanded definition being a disservice to young viewers, the rule will also negatively impact production companies that supply children’s shows for the U.S. television market. As previously stated, cable programmers and Broadcasters will be faced with a difficult decision on how to promote their non-E/I Programming once promotions for non-E/I Programming count as “commercial matter”. If the cable and broadcast networks decide to use some of the limited commercial time to promote non-E/I Programming, advertising revenues will be reduced. If cable and broadcast networks promote their non-E/I Programming in other media, advertising and promotion costs will escalate. In either case,

the reduction in revenue or the increase in costs will result in less money being available to produce new children's programs. If fewer new kids programs are produced, there will be more repeats and less original programming for children. The reduction in the number of children's programs being produced each year will also lead to a loss of many jobs for actors, writers, artists, producers, editors, composers, audio engineers, and all the support people that are employed in the children's entertainment industry. In addition, kids on-air and promotion departments at the networks will face downsizing if not outright elimination. For example, 4Kids Entertainment currently employs over 120 full-time production and support people in the New York City area, as well as hundreds more freelancers across the country. We forecast that many dozens of jobs are going to have to be eliminated to help us deal with the impact of this new definition of "commercial matter".

IV. Conclusion

For the reasons stated above, we respectfully request that the FCC reconsider and reverse its decision to revise the definition of "commercial matter" to include promotions of television programs or video services other than children's educational and informational programming. As described above, this revised definition will cause children to watch less Core Programming and result in economic hardship for Broadcasters and producers of children's programming. The public, the industry and its employees, and especially young viewers would be better served by the FCC returning to its prior definition of "commercial matter," which did not include promotions for programs on the same station or network.

Respectfully submitted,

/s/ Samuel R. Newborn

Samuel R. Newborn

Executive Vice President, Business Affairs and

General Counsel

4Kids Entertainment, Inc.

February 2, 2005

EXHIBIT A

SATURDAY MORNING ANNUAL RATINGS TREND FOR 2002-2004 PERIOD

NETWORK	2002	2003	2004	Percentage Change 2002 vs 2004
ABC	1.9 (8A-1P)	1.9 (8A-12:30P)	1.6 (9A-1P)	-16%
CBS	1.0 (7-9A, 11A-12N)	1.0 (7-9A, 11A-12N)	0.8 (7-9A, 11A-12N)	-20%
NBC	TEEN BLOCK	0.7 (10A-1P)	0.7 (10A-1P)	0
FOX	1.7(8A-12N)	1.4 (8A-12N)	1.1 (8A-12N)	-35%
WB	4.0 (8A-12N)	3.8 (8A-12N)	2.6 (8A-12N)	-35%
NICK	5.1 (8A-12N)	4.9 (8A-12N)	4.9 (8A-12N)	-4%
TOON	1.8 (8A-12N)	1.9 (8A-12N)	2.3 (8A-12N)	+35%
DSNY	1.1 (8A-12N)	1.4 (8A-12N)	1.2 (8A-12N)	+9%

Broadcast Ratings in 2004 for ABC, CBS, FOX and WB down an average of 26.5% from 2002. NBC ratings are flat.

Source: Nielsen Ratings for Calendar Years 2002, 2003 and 2004

EXHIBIT B

2004-2005 Broadcast Season Saturday Morning Ratings Average for Kids Programs on Broadcasters and Kids Cable Stations

(E/I Program Ratings in Italics)

09/13/2004-01/23/2005

TOTAL-09/13/2004

ORIGINATORS

	PROGRAMS	S TIME	RANK	K6-11 RTG
NICK	S JN ATTACK OF TWONKIES	8:00 AM	1	6.2
NICK	SPONGEBOB	VAR	2	5.6
NICK	FAIRLY ODD PARENTS	VAR	3	5.5
NICK	DRAKE & JOSH	VAR	4	5.4
NICK	DANNY PHANTOM	11:00 AM	5	4.3
NICK	FAIRLY ODD PARENTS MOVIE	12:00 PM	5	4.3
NICK	JIMMY NEUTRON	8:30 AM	7	4.2
NICK	ALL GROWN UP	11:30 AM	8	4.0
NICK	TEENAGE ROBOT	11:30 AM	9	3.7
NICK	CHALKZONE	12:00 PM	10	3.3
NICK	S JIMMY NEUTRON EGG PIRE	12:00 PM	10	3.3
TOON	FOSTERS HOME IMGTRY FRNDS	10:00 AM	12	3.2
WB	POKEMON - WB	10:00 AM	13	3.1
WB	YU-GI-OH - WB	11:00 AM	13	3.1
TOON	CODE NAME: KIDS NEXT DOOR	VAR	13	3.1
WB	XIAOLIN SHOWDOWN - WB	9:30 AM	16	3.0
WB	YU-GI-OH 2 - WB	11:30 AM	17	2.9
TOON	TEEN TITANS	12:00 PM	17	2.9
NICK	RUGRATS	7:30 AM	19	2.8
NICK	WILD THORNBERRYS	12:00 PM	19	2.8
WB	TEEN TITANS - WB	9:00 AM	21	2.7
WB	BATMAN - WB	10:30 AM	21	2.7
TOON	HI HI PUFFY AMIYUMI	11:30 AM	21	2.7
TOON	TOTALLY SPIES	11:00 AM	24	2.6
NICK	HEY ARNOLD	12:30 PM	24	2.6
TOON	GRIM ADV OF BILLY & MANDY	8:00 AM	26	2.5
DSNY	AMERICAN DRAGON:JAKE LONG	12:30 PM	26	2.5
WB	MUCHA LUCHA - WB	8:30 AM	28	2.4
TOON	ATOMIC BETTY	10:30 AM	28	2.4
TOON	EVIL CON CARNE	8:30 AM	28	2.4
TOON	STATIC SHOCK	VAR	28	2.4
WB	POKEMON 2 - WB	11:30 AM	32	2.3
WB	DA BOOM CREW - WB	11:30 AM	33	2.1
WB	YU-GI-OH 1 - WB	8:00 AM	34	2.0
ABC	THAT'S SO RAVEN	10:30 AM	34	2.0
NICK	ROCKET POWER	7:00 AM	36	1.9
DSNY	LILO & STITCH: THE SERIES	VAR	36	1.9
DSNY	DAVE THE BARBARIAN	12:00 PM	36	1.9
TOON	ED, EDD N EDDY	VAR	39	1.8
TOON	OZZY & DRIX	7:00 AM	39	1.8
ABC	PROUD FAMILY, THE	10:00 AM	39	1.8

ABC	LIZZIE MCGUIRE	11:30 AM	42	1.7
ABC	PHIL OF THE FUTURE	11:00 AM	42	1.7
ABC	DISNEY'S FILLMORE	9:30 AM	44	1.6
FOX	SONIC X 9A	9:00 AM	45	1.5
WB	JACKIE CHAN ADV - WB	8:00 AM	46	1.4
WB	POKEMON 1 - WB	8:00 AM	46	1.4
ABC	W.I.T.C.H.	12:00 PM	46	1.4
FOX	ONE PIECE	9:30 AM	49	1.3
FOX	TMNT 10A	10:00 AM	49	1.3
FOX	WINX CLUB 11A	11:00 AM	49	1.3
DSNY	HOUSE OF MOUSE	10:30 AM	49	1.3
FOX	WINX CLUB 8:30A	8:30 AM	53	1.2
DSNY	HIGGLYTOWN HEROES	8:00 AM	53	1.2
CBS	DORA THE EXPLORER	11:30 AM	53	1.2
ABC	DISNEY'S KIM POSSIBLE	12:00 PM	53	1.2
FOX	F-ZERO GP LEGEND 10:30A	10:30 AM	57	1.1
FOX	KIRBY 11A	11:00 AM	57	1.1
FOX	SHAMAN KING 11:30A	11:30 AM	57	1.1
DSNY	JOJOS CIRCUS	8:30 AM	57	1.1
ABC	DISNEY'S LILO&STITCH	9:00 AM	57	1.1
DSNY	STANLEY	9:30 AM	62	1.0
DSNY	ROLIE POLIE OLIE	10:00 AM	62	1.0
CBS	DORA THE EXPLORER 1	11:00 AM	62	1.0
FAM	POWER RANGERS DINOTHUNDER	VAR	65	0.9
DSNY	WIGGLES, THE	VAR	65	0.9
CBS	BACKYARDIGANS, THE	11:00 AM	65	0.9
ABC	PWR RANGERS:DINO THUNDER	12:30 PM	65	0.9
NBC	ENDURANCE	11:30 AM	69	0.8
FOX	CRAMP TWINS	8:00 AM	69	0.8
DSNY	KOALA BROTHERS, THE	7:00 AM	69	0.8
CBS	MISS SPIDER'S/FRIENDS	7:30 AM	69	0.8
CBS	LITTLE BILL	11:00 AM	69	0.8
CBS	BLUE'S CLUES	11:30 AM	69	0.8
NBC	TUTENSTEIN	10:30 AM	75	0.7
NBC	TRADING SPACE:BOY V GIRL	11:00 AM	75	0.7
NBC	STRANGE DAYS AT BHH	12:00 PM	75	0.7
NBC	DARCY'S WILD LIFE	12:30 PM	75	0.7
FOX	ONE PIECE 9A	9:00 AM	75	0.7
FAM	SUPER ROBOT MTHG	9:00 AM	75	0.7
FAM	DIGIMON	VAR	81	0.6
FAM	DRAGON BOOSTER	9:30 AM	81	0.6
FAM	WITCH	9:30 AM	81	0.6
NBC	KENNY THE SHARK	10:00 AM	84	0.5
FAM	SPIDERMAN	11:00 AM	84	0.5
CBS	LAZYTOWN	7:00 AM	84	0.5
FAM	X-MEN	11:30 AM	87	0.4
FAM	POWER RANGER DINOTHUNDER	8:30 AM	87	0.4
FAM	BEYBLADE G REVOLUTION	VAR	89	0.3
NBC	SCOUTS SAFARI	12:30 PM	90	0.2
FAM	SATURDAY MOVIE 1	12:00 PM	91	0.1
FAM	SHINZO	7:30 AM	91	0.1

Source: Nielsen Ratings for 2004-2005 Broadcast Season September 13, 2004 through January 23, 2005

EXHIBIT C

2004-2005 Broadcast Season Kids 6-14 Ratings for all Programs on Broadcast and Cable

01/10/2005-01/16/2005		TOTAL-01/10/2005						
PROGRAMS	ORIG	RPT DATE	DAY(S)	S TIME	E TIME	RANK	K6-14 RTG	
NOW YOU SEE IT	DSNY	FSS	8:00 PM	9:45 PM	1	5.2	
EXTREME MAKEOVER:HM ED-8P	ABC	S	8:00 PM	9:00 PM	1	5.2	
UNFABULOUS	NICK		..W...S	VAR	VAR	3	4.6	
AFC DIVISIONAL PLAYOFF-SU	CBS	S	4:46 PM	7:44 PM	4	4.5	
ZOEY 101	NICK		.TWTFS	VAR	VAR	5	4.3	
ROMEO!	NICK	SS	8:30 PM	9:00 PM	6	4.2	
WWE SMACKDOWN!	UPN		...T...	8:00 PM	10:00 PM	7	4.1	
DRAKE & JOSH	NICK		M.W..SS	VAR	VAR	8	4.0	
NED DECLASSIFIED	NICK		.T....S	VAR	VAR	8	4.0	
AFC DIVISIONAL PLAYOFF-SA	CBS	S	4:36 PM	8:03 PM	8	4.0	
S NOW YOU SEE IT	DSNY	F..	9:45 PM	11:30 PM	11	3.9	
FOX NFC PLAYOFF-SUN	FOX	S	1:06 PM	4:24 PM	11	3.9	
DESPERATE HOUSEWIVES	ABC	S	9:00 PM	10:02 PM	13	3.8	
HEY ARNOLD	NICK		MTWTF..	6:00 PM	6:30 PM	14	3.6	
FEAR FACTOR	NBC		M.....	8:00 PM	9:00 PM	15	3.5	
AFC DIV-PLF-POST-GAME-SA	CBS	S	8:03 PM	8:09 PM	16	3.4	
FOX NFC PLAYOFF-SAT	FOX	S	8:24 PM	11:15 PM	16	3.4	
FAIRLY ODD PARENTS	NICK		MTWTFSS	VAR	VAR	18	3.3	
SPONGEBOB	NICK		MTWTFSS	VAR	VAR	18	3.3	
LOST	ABC		..W....	8:00 PM	9:03 PM	18	3.3	
THATS SO RAVEN	DSNY		MTWTFSS	7:30 PM	8:00 PM	21	3.2	
SIMPSONS	FOX	S	7:59 PM	8:30 PM	21	3.2	
DANNY PHANTOM	NICK		.T..FSS	VAR	VAR	23	3.1	
NANNY 911	FOX		..W....	9:01 PM	10:00 PM	23	3.1	
STUCK IN THE SUBURBS	DSNY		...T...	8:00 PM	9:35 PM	23	3.1	
JIMMY NEUTRON	NICK		MTWTFSS	VAR	VAR	26	3.0	
BIGGEST LOSER	NBC		.T.....	8:00 PM	9:30 PM	26	3.0	
RP MOVIE: REG BIG BREAK	NICK	S	4:00 PM	5:30 PM	26	3.0	
DRAGON BALL GT	TOON	S	10:00 PM	10:30 PM	29	2.9	
TEEN TITANS	TOON		MTWTFSS	VAR	VAR	30	2.8	
GRIM ADV OF BILLY & MANDY	TOON		MTWTFSS	VAR	VAR	30	2.8	
PIXEL PERFECT	DSNY		.T.....	8:00 PM	9:45 PM	30	2.8	
FOX NFC PLAYOFF-KICK-SAT	FOX	S	8:19 PM	8:24 PM	30	2.8	
CARTOON CARTOON TOP 5	TOON	S	9:00 PM	10:00 PM	30	2.8	
EDDIES MILLION DOLLAR COO	DSNY		..W....	8:00 PM	9:40 PM	35	2.7	
XIAOLIN SHOWDOWN - WB	WB	S	9:30 AM	10:00 AM	35	2.7	
ALL THAT	NICK	S	9:00 PM	9:30 PM	35	2.7	
MEGAS XLR	TOON	SS	VAR	VAR	35	2.7	
THE AMANDA SHOW	NICK	SS	VAR	VAR	35	2.7	
EXTRM MAKEOVER:HM ED-1/16	ABC	S	7:00 PM	8:00 PM	35	2.7	
YU-GI-OH	TOON		MTWT..S	8:30 PM	9:00 PM	41	2.6	
FOSTERS HOME IMGNY FRNDS	TOON		...FSS	VAR	VAR	41	2.6	
POKEMON - WB	WB	S	10:00 AM	10:30 AM	41	2.6	
THAT'S SO RAVEN	ABC	S	10:30 AM	11:00 AM	41	2.6	

YU-GI-OH 2 - WB	WBS.	11:30 AM	12:00 PM	41	2.6
FAMILY GUY	FOXS	9:00 PM	9:30 PM	41	2.6
FAMILY GUY SP-1/16 9:30P	FOXS	9:30 PM	10:00 PM	41	2.6
RUGRATS	NICK	MTWTFSS	VAR	VAR	48	2.5
PHIL OF THE FUTURE	DSNYFSS	VAR	VAR	48	2.5
HI HI PUFFY AMIYUMI	TOONFSS	7:30 PM	8:00 PM	48	2.5
YU-GI-OH - WB	WBS.	11:00 AM	11:30 AM	48	2.5
JACKIE CHAN	TOONS	9:00 AM	9:30 AM	48	2.5
MALCOLM IN THE MIDDLE	FOXS	7:30 PM	7:59 PM	48	2.5
STATIC SHOCK	TOON	MTWTFSS	VAR	VAR	54	2.4
DUCK DODGERS	TOONF..	9:00 PM	9:30 PM	54	2.4
EVIL CON CARNE	TOONSS	VAR	VAR	54	2.4
BATMAN - WB	WBS.	10:30 AM	11:00 AM	54	2.4
PHIL OF THE FUTURE	ABCS.	11:00 AM	11:30 AM	54	2.4
BLOCK PARTY	TOONS.	3:00 PM	6:00 PM	54	2.4
YUYU HAKUSHO/KA	TOONS.	9:30 PM	10:00 PM	54	2.4
101 DALMATIAN 2(ANIMATED)	DSNYS	11:00 AM	12:30 PM	54	2.4
AFC DIV-PLF-POST-GAME-SU	CBSS	7:44 PM	8:00 PM	54	2.4

Source: Nielsen Ratings for Ratings January 10, 2005 through January 16, 2005 Period.