



## Nick Jr. Play Launches in the UK and International Markets

*Interactive app offers preschoolers full episodes, educational games and surprises in multiple languages*

**FEB. 21, 2018—LONDON—** Nickelodeon today announces the UK and international launch of Nick Jr. Play: an interactive app experience that offers preschoolers their favorite Nick Jr. shows, games and music in one. Following the Nick Jr. app's success in the US with more than 16 million downloads to date, the app goes global today with launches in the UK and Denmark, and additional markets to follow in the coming months.

Nick Jr. Play is available for download today on iOS and Android, with multi-language support. The app can be downloaded here:

<https://itunes.apple.com/gb/app/nick-jr-play/id1293215504?mt=8>

[https://play.google.com/store/apps/details?id=com.nickappintl.android.nickjr&hl=en\\_GB](https://play.google.com/store/apps/details?id=com.nickappintl.android.nickjr&hl=en_GB)

**Please download visuals here:**

<https://we.tl/pudnC5yJXg>

Content includes access to full episodes, educational games, original videos and even some silly surprises. Preschoolers can explore on their own with easy-to-use swiping and tapping. Available videos and games will include content from the network's most popular programming including *PAW Patrol*, *Nella The Princess Knight*, *Dora the Explorer*, *Bubble Guppies* and more.

Nick Jr. Play is the latest addition to Viacom Play Plex, a suite of mobile apps for each of Viacom's flagship international brands which include Nick Play, MTV Play, Comedy Central Play and BET Play.

In Denmark, Nick Jr. Play will be available via mobile distribution through partnership with YouSee. The Danish launch offering will also include Nickelodeon Play.

"Nick Jr. Play combines some of preschoolers' most beloved programming with interactive play that families can do together from the comfort of home," said Kate Sils, VP multiplatform and brand engagement, Nickelodeon International. "We're excited to expand this offering internationally, and invite many more children and parents from across the world to engage and learn with all of their Nick Jr. friends while on the go."

### **About Nickelodeon UK and Ireland**

The home of *SpongeBob SquarePants*, *Teenage Mutant Ninja Turtles*, *PAW Patrol* and *Nella the Princess Knight*, Nickelodeon UK & Ireland Network is available in over 13 million cable and satellite homes and now reaches more than 10 million viewers a month. Launched in 1993, the top-performing Nickelodeon network comprises seven dedicated entertainment channels for kids aged 4-15 and their families: Nickelodeon, Nickelodeon HD,

Nickelodeon +1, Nicktoons, Nick Jr., Nick Jr. +1 and Nick Jr. Too. The entertainment company has built a diverse multi-platform business by putting kids first in everything it does – Kids Rule! Content is at the core of the business with critically-acclaimed and hugely-popular television programming from the UK and around the world. In addition to the quality television programmes, Nickelodeon also produces bespoke content available online and on Nick Play, as well as consumer product and recreation opportunities such as the UK's first-ever Nick theme park, Nickelodeon Land and the messiest music festival for kids, SLIMEFEST.

### **About Nickelodeon International**

Nickelodeon, now in its 38th year globally, has built a diverse, global business by putting kids first in everything it does. The company includes television programming and production in the United States and around the world, plus special events, consumer products, digital, recreation, books and feature films. Nickelodeon is one of the most globally recognized and widely distributed multimedia entertainment brands for kids and family, with 1.2 billion cumulative subscriptions in more than 500 million households across 170+ countries and territories, via more than 100+ locally programmed channels and branded blocks. Outside of the United States, Nickelodeon is part of Viacom International Media Networks, a division of Viacom Inc. (NASDAQ: VIAB, VIA), one of the world's leading creators of programming and content across all media platforms. For more information or artwork, visit <http://www.nickpress.com>. Nickelodeon and all related titles, characters and logos are trademarks of Viacom Inc.

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