



Nickelodeon UK plans management handover as ratings hit a high

London, 16th December 2015 – Nickelodeon UK has appointed Alison Bakunowich as General Manager to replace Tina McCann who is stepping down from running the children’s TV network.

Bakunowich, who takes up her new role in March, will take over management responsibility for Nickelodeon UK’s seven-strong network of TV channels and numerous multiplatform properties, which are run as a joint venture between Sky and Nickelodeon’s international parent company Viacom International Media Networks (VIMN). McCann will step down at the same time after six years as Managing Director to resume work as a freelance Executive Coach and Media Consultant.

The management handover coincides with a period of outstanding ratings for Nickelodeon’s network of UK channels, with Nick Jr. having recently recorded its highest ever daily and weekly share of viewing amongst children aged 4-15. Nick Jr.’s strong performance has helped the Nickelodeon UK network claim the #1 spot in the children’s TV ratings throughout October and November.

Under McCann’s leadership, Nickelodeon’s UK network is enjoying its fifth consecutive year of share of viewing growth, helped by original UK commissions including *Lily’s Driftwood Bay* and *Puffin Rock*.

Nickelodeon has also strengthened its multiplatform presence in the UK with the relaunch of its successful Nick app as new mobile streaming service, Nick Play. The brand’s UK consumer products business is also thriving with *Paw Patrol* amongst the most in-demand toys in the UK this Christmas.

David Lynn, President, VIMN UK, Australia and Eastern Europe, commented: “Tina has been an outstanding leader for Nickelodeon UK and is handing over on an amazing high. Alison has been absolutely integral to Nickelodeon’s competitive success in recent years. The shareholders are delighted to have such a dynamic internal candidate with obvious passion for and understanding of Nickelodeon’s brand and content to ensure a smooth succession for the business.”

McCann added: ““I’ve had a slime-tastic 6 years at Nick and am delighted to hand over the best job in kids TV to such a talented, passionate Nick fan as Alison. Orange blood courses through her veins!”

Tina McCann joined Turner Broadcasting in 1993 as Programming Director and over 13 years rose to become SVP, General Manager of its EMEA division, launching 17 channels in multiple languages in the process. She has also run her own coaching and consultancy business.

Alison Bakunowich has been VP, Editorial for Nickelodeon UK since September, having previously served as VP, Creative, Marketing and Communications since April 2011. Prior to joining Nickelodeon in 2008 in her native Australia, Alison held a variety of roles for Fairfax Media and Publicis.

About Nickelodeon UK network Home to *SpongeBob SquarePants*, *Teenage Mutant Ninja Turtles* and *Dora the Explorer*, Nickelodeon UK Network is available in more than 13 million cable and satellite homes and reaches more than 10 million viewers a month. Launched in 1993, the network comprises 7 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. Nickelodeon has built a diverse multi-platform business by putting kids first in everything it does. Content is the core of the business with hugely-popular TV programming from the UK and around the world as well as bespoke content online and Nick Play, as well as consumer product and recreation opportunities such as the UK’s first-ever Nick theme park, Nickelodeon Land and the Nickelodeon Store.

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