

For Immediate Release



NICKELODEON UK & IRELAND LAUNCHES NICK AT NITE

New Programming Block Focuses on Audiences Aged 11-15 with Bespoke Branding and Programming including Daily Editorial Celebrity News Bulletin, The Scoop

London, 27th June, 2016 – Nickelodeon UK & Ireland today launches **Nick at Nite**, a new programming block for eleven to 15 year olds. *Nick at Nite* airs weekday evenings from 7pm and includes the new daily editorial bulletin, **The Scoop**; covering everything teen and tween audiences need to know from the worlds of celebrity, entertainment, music and style.

“Nick at Nite gives us a huge opportunity to reach older audiences that have felt underserved by the current offering on kids’ networks,” said **Alison Bakunowich, General Manager, Nickelodeon UK & Ireland**. “From the programming on offer, to the vibrant brand identity, we hope that Nick at Nite will become a destination for tweens and teens, offering them a compelling schedule that reflects their experience and interests.”

Pulling from the graphic styles of social media and instant messaging, the *Nick at Nite* branding reflects the high-energy and immediate world of its target audience. Created by the Nickelodeon UK & Ireland Creative team, led by Senior Graphic Designer Yeen Trinh, the *Nick at Night* branding includes bright interstitials, menus and bumpers as well as a set of original Nickelodeon emoticon graphics.

As part of *Nick at Night*, Nickelodeon will unveil **The Scoop**, a daily entertainment news bulletin produced in-house by the Nickelodeon UK Creative team. Every weekday *The Scoop*’s 90-second bulletins will cover celebrity, music and entertainment news as well as style and trend stories. The Scoop will be supported online with an editorial microsite, thescoop.nick.co.uk. Across social media, *The Scoop* and *Nick at Nite* will be reinforced through Nickelodeon’s existing Facebook, Twitter and Instagram channels.

In addition to *The Scoop*, programming featured in the Nick at Nite block include the soap opera **Neighbours** which launched on the network in April as well as **The Middle** and Nickelodeon shows **See Dad Run**, **Instant Mom** and **True Jackson VP** with new programming being unveiled in the coming weeks. Nick at Nite also has the potential to live beyond screens with on-the-ground activations and promotional partnerships. Potential commercial partners interested in opportunities to work with **Nick at Nite** should contact the Nickelodeon Commercial and New Business team for more information.

-Ends-

Information for Editors

The Nick at Nite Schedule:

Monday to Thursday from 27th June, 2016

7:00pm	See Dad Run
7:30pm	Instant Mom

8:00pm	True Jackson VP
8:30pm	Neighbours
9:00pm	The Middle

Fridays from 1st July, 2016

7:00pm	See Dad Run
7:30pm	Instant Mom
8:00pm	True Jackson VP
8:30pm	Neighbours
9:00pm	Hollywood Heights

About Nickelodeon

The home of SpongeBob SquarePants, Teenage Mutant Ninja Turtles and Dora the Explorer, Nickelodeon UK 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 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.

For more information, additional quotes or images, please contact:

Kate Dickson

Communications Director, Nickelodeon UK & Ireland

Kate.Dickson@nickelodeon.co.uk

0203 580 3121

For commercial partnership opportunities please contact:

Kimberly Charlotte

Director of Business Development, Corporate Strategy & Development, Nickelodeon UK & Ireland

Kimberly.Charlotte@nickelodeon.co.uk

0203 580 3013