



## NICKELODEON UK RELEASES FIRST MULTIPLAYER ONLINE GAME

**Living Loud: Lincoln's List, based on the Nicktoons series, *The Loud House*, launches today**

**London, 25<sup>th</sup> September** – Nickelodeon UK & Ireland today launches their first ever online multiplayer game. Based on the hit Nicktoons animated show, *The Loud House*, **Living Loud: Lincoln's List** is available on [Nicktoons.co.uk](http://Nicktoons.co.uk) and features a shareable URL function allowing kids to invite friends to join them as they explore the hectic home of Lincoln Loud. The game is developed and produced by London-based creative agency, **Ralph**.

"Games are far and away the most popular activity across our sites and we know that kids want to be able to share their gaming experience with their friends," said **Suzie Adams, Digital Director, Nickelodeon UK & Ireland**. "The team at Ralph has constructed a truly immersive experience that answers the question of how to safely allow our audiences play online with their friends. We cannot wait to see how our fans and kid gamers alike react to the game."

**Ralph's Creative Director Chris Stack** added: "Having previously worked with Nickelodeon to create the *Tinkershrimp & Dutch* animated series, it's been great working with the team again. We've had a ball working with Nickelodeon on *The Loud House* game. It's a brilliant TV show and we hope we've done it justice with *Living Loud: Lincoln's List*."

An expansive adventure game, *Living Loud: Lincoln's List* sees players take on the role of Lincoln Loud as he performs tasks for each of his ten sisters in order to earn his comic subscription. Players will need to use various skills and strategies in order to help Lincoln tick off items on his list. While exploring the house and completing tasks, players can also uncover unexpected bonus items and humorous rewards. For players that utilise the two-player functionality, one player will play as Lincoln while their partner plays cooperatively as Lincoln's best friend, Clyde.

The game launch coincides with the premiere of the second series *The Loud House*, created and executive produced by Chris Savino (*Rocko's Modern Life*, *The Powerpuff Girls*). The show follows eleven-year-old Lincoln, the only boy in a family with ten sisters who each have unique personalities: Lori, Leni, Luna, Luan, Lynn, Lucy, Lola, Lana, Lisa, and Lily. With his best bud Clyde, Lincoln always comes up with a plan to stay one step ahead of the chaos, most of the time. The show is one of the most popular on Nicktoons with over 3.1 million individuals, including 1.3 million kids aged 4-15, tuning in since its launch in May 2016\*. Across September, to support the launch of the new game and new episodes on air, special *Loud House* interstitials have aired on weekday mornings and evenings. These interstitials feature a specially-animated Lincoln Loud talking directly to the UK Nicktoons audience.

Viewers tuning in to watch new *The Loud House* episodes on Nicktoons (airing weekdays at 8am) may be fortunate enough to spot a game code which, when entered into the game, will unlock an item on Lincoln's list. In addition to promotion on Nicktoons, the new game is being supported by a dedicated Nick Gamer video on Nickelodeon UK's [YouTube page](#).

## **Nicktoons**

Available in over 13 million homes, Nicktoons showcases the world's best comedy animation. Launched in 2002 and part of the Nickelodeon network of channels, Nicktoons broadcasts the very best in funny cartoons to audiences across the UK and Ireland, featuring top shows such as SpongeBob SquarePants, Teenage Mutant Ninja Turtles, The Loud House and Fairly OddParents. More information is available at [nicktoons.co.uk](http://nicktoons.co.uk). Nicktoons is available on Sky 606, Virgin 717 and through BT Vision.

The Nickelodeon Network is a top-performing commercial kids TV network in the UK and Ireland with Nickelodeon channels available in over 13 million cable and satellite homes. Having launched in 1993 Nickelodeon UK comprises seven dedicated entertainment channels for kids aged 4-15 and their families, and is a joint venture between Viacom International Media Networks and BSkyB.

## **Ralph**

Founded in 2005 with offices in London, NY & LA, Ralph are trusted by the world's biggest brands to create experiences that audiences love and share. Their proudest achievements include managing social for some of Netflix's biggest shows (House Of Cards, Stranger Things, Black Mirror, Gilmore Girls) running immersive theatrical music events for Sony, launching a beer across Europe for AB InBev, hacking marketing with Mr. Robot, opening a craft beer shop in Shoreditch, creating an above the line marketing campaign for Slack and making a cartoon called Tinkershrimp & Dutch with Nickelodeon. More information about Ralph available at <http://www.ralphandco.com/>

\*Source BARB, All Homes, Nicktoons, Kids 4-15 & Individuals, Loud House, May 2016 – 10th Sep 2017.  
Reach based on 3 mins cont. viewing

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

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