

For Immediate Release



NICKELODEON UK & IRELAND LAUNCHES NETWORK'S FIRST PLAY-ALONG APP WITH *SPONGEMASTER*

SpongeBob SquarePants multiscreen trivia app available now on iOS and Android

London, 3rd February, 2017 – Nickelodeon UK & Ireland is setting *SpongeBob SquarePants* fans a half-term challenge with the launch of the network's first play-along app, **SpongeMaster**.

Available for free on [iOS](#) and [Android](#), SpongeMaster uses questions that appear live on air to quiz audiences with the top-scoring players set to win a host of tech and SpongeBob prizes. *SpongeBob SquarePants* episodes featuring SpongeMaster questions will air on the **Nicktoons** channel between the **13th and 24th of February**.

SpongeMaster is the first play-along app unveiled by Nickelodeon UK & Ireland. Developed by Mars Interactive, a subsidiary of Ananey Communications Group, SpongeMaster has already launched in Israel and Hungary with the Nicktoons activation marking the first time that an English-language version of the app has been available. With 83% of UK kids aged five to 15 having access to a tablet and personal tablet ownership at 44%,* SpongeMaster is set to engage kids across the country. Nickelodeon research shows that kids expect to be able to interact with their favourite characters across all available platforms and that smart devices offer an important extension of the television experience, reaffirming kids' connections to their favourite properties. SpongeMaster has been developed to complement the audience's multi-screen viewing habits and increase channel ratings.

"SpongeMaster demonstrates Nickelodeon's commitment to delivering the best kids' content in innovative ways," said **Alison Bakunowich, General Manager, Nickelodeon UK & Ireland**. "We know that kids love SpongeBob, their devices and gaming and we hope that families will take on the SpongeMaster challenge during this half-term."

SpongeMaster games will take place every hour on the hour from 10:00am- 3:15pm on weekdays between the 13th and 24th of February. *SpongeBob SquarePants* questions will appear on air during the show's live broadcast. Viewers have up to 25 seconds to answer through the app. Each game will last the length of one SpongeBob episode (11 minutes) with the top scores revealed on air immediately after the show. Full terms and conditions of the competition are available on the [Nicktoons website](#).

The SpongeMaster app also includes a Selfie Sponge frame that allows users to take themed photos.

Additional SpongeBob games are available on the [Nicktoons](#) site and on [Nick Play](#).

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, Sanjay and Craig and Fairly OddParents. More information is available at 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.

*Ofcom - Children and parents: media use and attitudes report 2016

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