

# NICKELODEON SALES TOTAL 1,000 HOURS ACROSS LATIN AMERICA

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London / New York, 12 October 2014: **Viacom International Media Networks (VIMN)** has confirmed **Nickelodeon** licensing deals totaling **1,000 hours** with multiple broadcasters in Latin America, reaching an audience of **93.5 million** kids and families.

**VIMN** is marking another strong year with long-standing FTA partner **Televisa** in Mexico following an exclusive TV deal signed earlier in the year incorporating over 650 episodes. With brand new titles *Every Witch Way* and *The Haunted Hathaways* coming into license this Autumn to air on Canal 5, the broadcaster has ramped up additional episodes of Nickelodeon favorites *SpongeBob*, *Dora the Explorer*, *Sam & Cat*, *Paw Patrol*, *Teenage Mutant Ninja Turtles* as well as *TV Movie Swindle* to name a few.

In **Chile** - where many FTA channels are reducing the time allotted to kids and teen programming - **VIMN** has bucked the trend by selling 8 Nickelodeon TV Movies to **Megavisión** including *Jinxed*, *Swindle* and *Rags*. In a parallel move, **UCVTV** has renewed its Nick Jr. branded block deal for an additional 2-year period, including the recent launch of pre-school hit *Paw Patrol*; with state-owned FTA broadcaster **TV Nacional** acquiring *Kung Fu Panda* for its new prime-time kids' timeslot.

In **Colombia**, FTA **Teleantioquia** has confirmed pre-school acquisitions *Paw Patrol (S1)*, *Fanboy & Chum Chum (S1-2)* and *Back at the Barnyard (S1-2)*; whilst **CityTV** has added *Kung Fu Panda (S1&2)* to its Nickelodeon branded block daily schedule marking the first time the channel has consistently held a daily kid's timeslot in this market.

FTA channel **TV Hondureña** in **Honduras** has snapped up 8 separate titles from pre-school to teen, including *Kung Fu Panda (S1&2)*, *The Haunted Hathaways (S1)*, *Sam & Cat (S1)*, *Paw Patrol (S1)* and *Back At The Barnyard (S1)*. Meanwhile, **Canal 7** in Costa Rica has followed suit with a bulk sale, including Nick's latest animation hits *Dora and Friends (S1)*, *Paw Patrol (S1)* *Peter Rabbit (S1)*.

To complete the raft of sales in the lead up to MIPCOM, **Nicaraguan** FTA **Telenica** has confirmed deals totalling 562 additional episodes, with **Venevisión** in Venezuela taking 500 episodes.

Caroline Beaton, SVP International Programme Sales, VIMN said, "Latin America continues to be a pivotal market for our distribution business with local superstar *Dora the Explorer* leading the charge. In collaboration with our partners across the region, we look forward to continuing to deliver best-in-class kids' content that captivates and entertains viewers from 2-12 – not to mention their parents and carers!"

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## About Nickelodeon

Nickelodeon is one of the most globally recognized and widely distributed multimedia entertainment brands for kids and family. It has built a diverse, global business by putting kids first in everything it does. The company's portfolio includes television programming and production around the world, plus special events, consumer products, digital offerings, recreation, books, feature films and pro-social initiatives. Nickelodeon's

brands are seen globally in more than 500 million households across more than 130 territories, via more than 70 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.

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