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## Powerhouse Series PAW Patrol Debuts Today on NOGGIN, Nickelodeon's Preschool Subscription Service

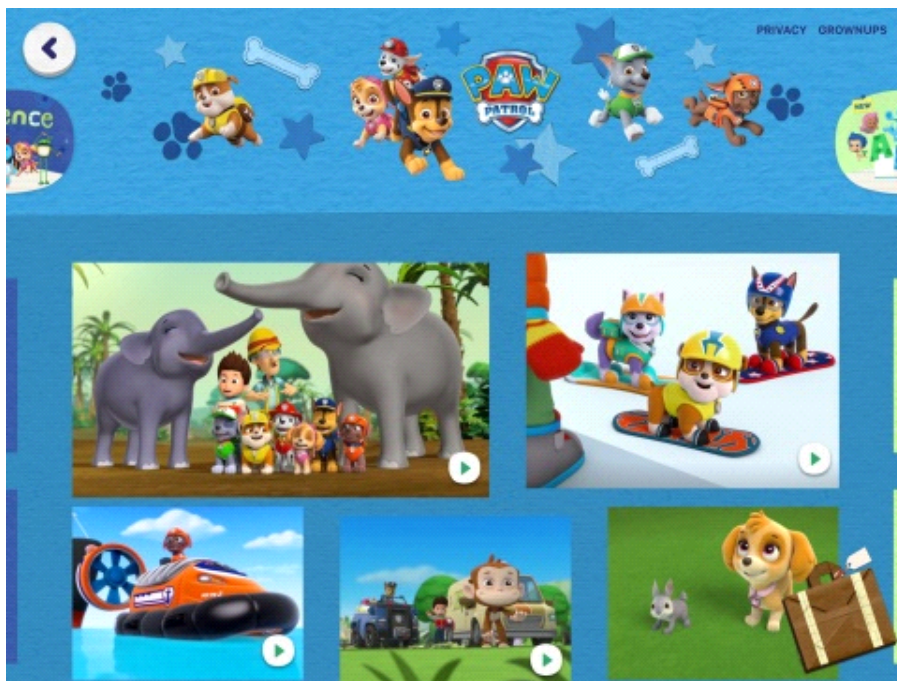
### NOGGIN's Library Reaches 1,500 Full-Length Episodes

**All-New Educational Play-Along Videos from *Blaze and the Monster Machines*, *Bubble Guppies* and *Team Umizoomi* also Added to NOGGIN's Lineup**

NEW YORK--(BUSINESS WIRE)-- [Nickelodeon](#) is setting up [NOGGIN](#), its top-ranked video subscription service for preschoolers, for even more growth in 2018 with the launch of the first two seasons of the hit series [PAW Patrol](#) (produced by Spin Master Entertainment) and brand-new science and reading hubs featuring original short-form content on the app, beginning today. In the last six months, NOGGIN has grown its library by over 40% with the addition of interactive, curriculum-based play-along videos and new library titles including [Dora the Explorer](#) and [Peppa Pig](#).

This press release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20180222006023/en/>



In addition to *PAW Patrol*, NOGGIN will further expand its library to more than 1,500 full-length, on-demand episodes in the coming months with the introduction of: [Max & Ruby](#) and [Peter Rabbit](#); all-new, interactive play-along library episodes from [Blaze and the Monster Machines](#), [Bubble Guppies](#) and [Team Umizoomi](#); and new episodes from existing titles *Twirlywoos*, *Miffy and Friends*, *Trucktown* and [Go, Diego, Go!](#). As NOGGIN's user base continues to grow, Nickelodeon will be adding even more new library content and educational play-along videos to its content slate later this year.

NOGGIN's play-along videos allow preschoolers to engage with their favorite characters by tapping, touching, swiping or speaking to navigate through enhanced educational experiences that promote science, technology, engineering, math and social-emotional skills—all while having fun every step of the way. To date, Nickelodeon has launched 54 play-along videos from

Powerhouse Series PAW Patrol Debuts Today on NOGGIN (Photo: Business Wire)

top-performing library episodes *Blaze and the Monster Machines*, *Bubble Guppies* and *Team Umizoomi*.

Since its launch in February 2015, NOGGIN has consistently ranked at the top of the charts in the Family and Kids categories, and it's one of the Top 10 Kids Apps on the Free Apps chart on the App Store, in addition to being the number-one grossing app for Music and Video in the Family Category on Google Play. NOGGIN was also selected by Apple as an Apple TV app of the year.

Currently in its fourth season, *PAW Patrol*, produced by Spin Master Entertainment, follows a pack of heroic rescue pups—Chase, Marshall, Rubble, Skye, Rocky, Zuma, Everest and Tracker—who are led by a tech-savvy boy named Ryder. Together, they work hard to show the people of Adventure Bay that "no job is too big, no pup is too small!" The series features a curriculum that focuses on citizenship, social skills and problem-solving.

NOGGIN is an ad-free, video subscription service that features over a thousand iconic, full-length library episodes, short-

form videos, educational content, music videos featuring preschoolers' favorite Nickelodeon characters, and more, with new content added weekly. Currently available for iPad, iPhone, Apple TV, Android, Fire tablet and Roku devices, NOGGIN has 33 series to date including the recently added *Dora the Explorer*, *Zack & Quack* and *Peppa Pig*. Additional titles in the NOGGIN lineup include *Yo Gabba!*, *Trucktown*, *Miffy and Friends*, *Teletubbies*, *Blue's Clues*, *Go, Diego, Go!*, *Franklin*, *The Backyardigans* and *Pocoyo*.

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