

Nickelodeon Expands Partnership with pocket.watch

June 5, 2019

Viacom Nickelodeon Consumer Products to Manage International Consumer Products Licensing for Ryan's World and Ryan's Mystery Playdate

*Click [HERE](#) for art.

NEW YORK--(BUSINESS WIRE)--Jun. 5, 2019-- Viacom Nickelodeon Consumer Products (VNCP) today announced an agreement with pocket.watch, the new studio creating global franchises from the YouTube stars and characters loved by Generation Alpha, to manage licensing in select international markets across all product categories for Ryan's World, a companion consumer products line featuring YouTube superstar Ryan from Ryan ToysReview and the universe of characters created by Ryan and his parents, and *Ryan's Mystery Playdate*, Nickelodeon's new breakout live-action series created and produced by pocket.watch and starring Ryan and his parents. VNCP will represent licensing for the properties across key markets in Europe, the Middle East, Canada and South America. Pocket.watch's existing portfolio of licensees in markets covered by the deal will be managed by VNCP, effective immediately. All domestic consumer products licensing for Ryan's World and *Ryan's Mystery Playdate* will continue to be managed directly by pocket.watch.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20190605005090/en/>



Viacom Nickelodeon Consumer Products to Manage International Consumer Products Licensing for Ryan's World and Ryan's Mystery Playdate (Photo: Business Wire)

Hecht, Stone Newman, Jon Moonves and David B. Williams. Investors include Viacom, Greycroft, Third Wave Digital and United Talent Agency (UTA), as well as notable strategic angels including Robert Downey Jr. (Team Downey) and Jon Landau.

Viacom led pocket.watch's \$15M Series B investment round in 2018.

About Viacom Nickelodeon Consumer Products

"Ryan is a bonafide star for the YouTube generation, and we are thrilled to expand our partnership with him and with pocket.watch," said Pam Kaufman, President, Viacom Nickelodeon Consumer Products. "We are incredibly excited to further develop and grow Ryan into a truly global retail brand through our expertise in creative, product development and retail marketing."

Ryan's Mystery Playdate was recently greenlit for a second season. The live-action series follows Ryan as he tackles a series of imaginative, physical challenges and solves mystery box puzzles to reveal the identity of his playdate. The series has quickly emerged as the number-one preschool show on all TV and reached more than 22 million total viewers since its launch in April.

"Viacom has been a great partner for us, and it is incredible to see what we've accomplished together in such a short time," said Chris M. Williams, Founder and CEO of pocket.watch. "Pam and her team are some of the best in the business, and we're thrilled to have them representing Ryan's World and *Ryan's Mystery Playdate* consumer products internationally."

Pocket.watch is the new studio that specializes in entertaining and inspiring kids and families through digital-first content and sparking their imaginations with lifestyle products ranging from toys to toothbrushes. The company inspires kids to seamlessly move between screen time and playtime and boasts a growing portfolio of franchises that includes some of the largest kids and family YouTube brands in the world alongside original characters and talent that the company has extended into premium series, consumer products, books, games, live events and more. Pocket.watch was founded in March 2017 by Chris M. Williams and is located in Culver City, CA where it maintains an office and studio. The management team is made up of studio veterans and visionaries from traditional and digital entertainment including Albie

Viacom Nickelodeon Consumer Products (VNCP) oversees all merchandising and retail operations for Viacom Inc. (NASDAQ: VIAB, VIA), one of the world's leading multimedia entertainment companies and home to such powerhouse brands as Nickelodeon, MTV, Paramount Network, Paramount Pictures and Comedy Central. With a diverse portfolio spanning animation, preschool, youth and adult licenses, VNCP is committed to providing key partner development and innovative marketing solutions, ensuring the highest quality product offering across some of the world's most powerful TV and entertainment properties, including *SpongeBob SquarePants*, *PAW Patrol* and *Teenage Mutant Ninja Turtles*.

View source version on businesswire.com: <https://www.businesswire.com/news/home/20190605005090/en/>

Source: Viacom Nickelodeon Consumer Products

Viacom Nickelodeon Consumer Products Press:

Clint Hayashi
(212) 846-5991

clint.hayashi@nick.com