

## Nickelodeon Continues Format Innovations by Expanding Slate of Daily Scripted Series, with Greenlights for Three New Shows

Daily Serialized Shows *Make It Pop*, *Talia's Kitchen* and *The W.I.T.s Academy* are Picked Up for 2015-16 Season

Nick also Renews Daily Scripted Hits *Every Witch Way* for Fourth Season and *Max & Shred* for Season Two

NEW YORK--(BUSINESS WIRE)-- Following its success with the daily, serialized format of hit shows like [Every Witch Way](#) and [House of Anubis](#), [Nickelodeon](#) is picking up three more daily scripted series for the upcoming season. These new live-action shows include: *Make It Pop*, a comedic, music-infused daily strip about three girls who come together to start their own K-Pop-inspired band; *Talia's Kitchen* (working title), which follows a teenage girl who goes to work in her grandmother's Miami restaurant and finds that her talent for cooking is, quite literally, magical; and *The W.I.T.s Academy* (working title), a spin-off from *Every Witch Way* about the comedic adventures of young witches- and wizards-in-training. Nick is also renewing *Every Witch Way* for a fourth season and [Max & Shred](#) for season two.



Pictured: (L-R) Jodi (Louriza Tronco), Sun Hi (Meghan Lee) and Corki (Erika Tham) in the new live-action series, *Make It Pop*, coming to Nickelodeon in the 2015-16 season. Photo Credit: Nickelodeon. ©2015 Viacom International, Inc. All Rights Reserved.

"Between the enormous amount of shows we have in production, and the strong foundation of our recent launches, we are giving our audience some of the most fresh and innovative content we've ever produced," said Russell Hicks, President, Content Development and Production, Nickelodeon. "The new daily scripted shows we've picked up are right in line with kids' demand for more content, in different formats, and we can't wait for kids to see and love them."

Details of Nick's new daily scripted series are:

- ***Make It Pop*** (20 episodes) is a comedic, music-infused daily strip about three unique girls who come together to start their own K-Pop-inspired band. Randomly selected to room together at boarding school, bookish Corki, fashion-forward Jodi and social media maven Sun Hi meet and bond over music. With the help of fellow boarding school classmate and DJ hopeful, Caleb, the girls grow from roommates to bandmates as they become a school-wide sensation and compete for a place in the upcoming school musical. The series, which will feature original songs and performances in every episode, is co-created by Thomas W. Lynch and Nick Cannon and produced by DHX Media. *Make It Pop* is executive produced by Lynch and Cannon, together with Steven DeNure and Anne Loi for DHX Media.
- ***Talia's Kitchen*** (working title; 40 episodes) is a live-action series, inspired by the daily telenovela format that follows 14-year-old Talia who moves in with her grandmother and starts spending time in the kitchen of their family-owned restaurant. There, she discovers her true calling: cooking. With the help of her special "salt and pepper sense"--and her late father's magical spices--Talia is able to infuse emotion into her food and cook just what each customer needs. *Talia's Kitchen* is created by Catharina Ledebøer and produced by Viacom International. Tatiana Rodriguez will serve as Executive Producer.
- ***The W.I.T.s Academy*** (working title; 20 episodes) is a daily strip spun off from the hit *Every Witch Way*. In this new series, teenage Guardians will oversee young witches- and wizards-in-training at a magical academy. There, the Guardians will have to decide who is friend, and who is foe. The series is created by Catharina Ledebøer and is produced by Viacom International. *The W.I.T.s Academy* is executive produced by Tatiana Rodriguez.

Also announced today was the season four renewal of *Every Witch Way*, which ranked number one in its timeslot with both kids and tweens during its third season, and season two of Nick's live-action buddy-comedy, *Max & Shred*. Scheduled to premiere this summer, the new season of *Every Witch Way* follows 14-year-old Emma Alonso, whose life is turned upside down when she moves to Miami and discovers that she is the Chosen One, the most powerful witch in existence. She must keep the Magical Realm safe while balancing school, friendships and romance. *Every Witch Way* is written by Catharina Ledebøer (*Grachi*, *Hollywood Heights*, *General Hospital*) and produced by Nickelodeon Latin America and Cinemat.

*Max & Shred* chronicles the hilarious and unlikely friendship between Max Asher, a celebrity snowboarder, and Alvin "Shred" Ackerman, a science whiz-kid, who become roommates when Max moves to Colorado to train for the Winter Cup. *Max & Shred* was created by Josh Greenbaum and Ben McMillan, and executive produced by George Doty IV, Joan Lambur, Ira Levy, Peter Williamson, Nat Abraham and Michael McGuigan. The series is produced by Breakthrough Entertainment for Nickelodeon and YTV.

Nickelodeon, now in its 35<sup>th</sup> year, is the number-one entertainment brand for kids. It has built a diverse, global business by putting kids first in everything it does. The company includes television programming and production in the United States and around the world, plus consumer products, online, recreation, books and feature films. Nickelodeon's U.S. television network is seen in more than 100 million households and has been the number-one-rated basic cable network for 20 consecutive years. For more information or artwork, visit <http://www.nickpress.com>. Nickelodeon and all related titles, characters and logos are trademarks of Viacom Inc. (NASDAQ: VIA, VIAB).

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