

# Nickelodeon Launches Nick Jr. App Featuring Hit Preschool Content, Interactive Educational Activities, and TV Everywhere

## New Preschool App Follows Net's Successful Launches of Top-Ranking, Curriculum-Driven Titles including *PAW Patrol Rescue Run* and *Wallykazam! Letter and Word Magic*

NEW YORK--(BUSINESS WIRE)-- Following the tremendous success of the Emmy Award-winning Nick App, which launched in 2013 and has already had 11 million downloads globally, Nickelodeon today announced the launch of the [Nick Jr. App](#), a new branded platform that allows kids to interact with and learn from their favorite Nickelodeon preschool characters anytime and anywhere. The app is initially available for iPad starting today.



Designed specifically with preschoolers in mind, the Nick Jr. App features a grid-style interface and moveable tile layout that allows for easy exploration and fun discovery. The app offers a variety of educational activities, alphabet buttons that trigger pop-up surprises, live simulcast streaming of the Nick Jr. channel and on-demand episodes via TV Everywhere authentication through participating TV providers, plus over 100 pieces of short-form content including curriculum moments, music videos, funny mashups, and exclusive first looks. Throughout the app experience, kids will engage with characters from the net's top-rated preschool series such as *PAW Patrol*, *Dora and Friends: Into the City!* and *Wallykazam!*, while boosting their STEM, reading, motor and problem-solving skills.

"The Nick Jr. App deepens the connection preschoolers have with their favorite shows and characters through a highly engaging and interactive play-and-learn experience," said

Matthew Evans, Senior Vice President, Digital, Nickelodeon. "The app demonstrates Nickelodeon's ongoing innovation in the digital space and commitment to super-serving our audience with the content they crave, wherever they go and at any time they want it."

The Nick Jr. App is the net's latest offering of successful curriculum-driven preschool apps. To date, Nick has launched more than 20 preschool apps including top-performing titles like *PAW Patrol Rescue Run* (problem-solving and social skills), *Wallykazam! Letter and Word Magic* (literacy), *Bubble Guppies Animal School Day* (science), and the award-winning *Nick Jr. Draw and Play* (creativity and imagination).

Nickelodeon's hit preschool series currently featured on the Nick Jr. App include: *PAW Patrol*, *Dora and Friends: Into the City!*, *Dora the Explorer*, *Blaze and the Monster Machines*, *Wallykazam!*, *Bubble Guppies*, *Team Umizoomi*, *Peppa Pig*, *Peter Rabbit*, *Max & Ruby*, *Blue's Clues*, *The Backyardigans*, *Go, Diego, Go!*, *The Fresh Beat Band*, *Yo Gabba Gabba!*, *The Wonder Pets!*, *OLIVIA*, *Ni Hao, Kai-lan*, *Lalaloopsy*, *Julius Jr.*, *Zack & Quack*, *Tickety Toc*, *Dino Dan*, *Mia and Me*, *Mike the Knight*, *Franklin & Friends* and *Little Bear*.

Full-length on-demand episodes and the live linear feed of the Nick Jr. channel can be accessed by households that subscribe to a TV service package with Nick Jr. and that authenticate through participating TV providers. This new TV everywhere offering currently reaches over 50 million homes.

Nickelodeon is TV's top destination for preschoolers and their parents, with a current portfolio of smart and fun hits including *PAW Patrol*, *Dora and Friends: Into the City!*, *Wallykazam!* and *Blaze and the Monster Machines*. Through the years, Nickelodeon Preschool has consistently created highly engaging, age-appropriate, educational and innovative shows like *Blue's Clues*, *Dora the Explorer* and *Team Umizoomi*. Educational consultants are used to develop a deep, unique curriculum for each show and every episode is tested with kids to ensure quality. The content is available on TV, online, mobile, and tablets, allowing kids to interact with and learn from their favorite characters across multiple platforms.

The Nick Jr. App is available for free on the App Store for iPad or at [www.AppStore.com](http://www.AppStore.com). Visit [www.nickjr.com/app](http://www.nickjr.com/app) to learn more.

## About Nickelodeon

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 almost 100 million households and has been the number-one-rated basic cable network for 19 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, VIA.B).

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