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Nickelodeon Introduces Interactive, Play-along Preschool Videos in NOGGIN App, June 1 on iOS

New Interactive, Play-Along Videos Created by New Proprietary Suite of Technology Allows Nick's Creative Teams to Produce Linear and Interactive Digital Video Simultaneously

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NEW YORK--(BUSINESS WIRE)-- Nickelodeon, the number-one kids entertainment brand, is introducing a brand-new collection of interactive, curriculum-driven preschool episodes in its NOGGIN video subscription service, beginning June 1 initially on iOS platforms. Nick's play-along preschool videos were created by an in-house team using a proprietary authoring tool which enables the simultaneous creation of interactive digital content alongside the production of linear TV content. This inaugurates the use of a new production model that can grow across all Nickelodeon's platforms moving forward.

"The introduction of our play-along videos mark the evolution of preschool interactivity that Nickelodeon initiated with *Blue's Clues* and *Dora the Explorer*," said Matthew Evans, Executive Vice President, Digital and New Business, Nickelodeon Group. "We can now transform our linear production capabilities through an authoring tool of our own design that allows us to create complementary interactive, digital video that truly lets kids participate in, and learn from the story."

Nickelodeon'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. At launch, more than 30 play-along videos will be introduced, including *Blaze and the Monster Machines*, *Bubble Guppies*, *Team Umizoomi* and short-form content featuring longtime beloved characters Moose and Zee.

Nickelodeon's new play-along video authoring tool puts the ability to create interactive digital content into the hands of Nick's show creators, producers and animators. The tool supports real-time scene editing and a live preview that allows the teams to layer in interactive elements, to create brand-new play-along moments within any episode. Interactive writers and producers can also be integrated into a show's creative team, allowing them to generate engaging, story-driven interactive videos from the start of a production and deliver both linear and play-along versions of the same episode simultaneously. Additionally, the play-along video player can be integrated into the existing Nickelodeon video apps, eliminating the need to download a separate app.

Nick's play-along videos were also created in partnership with curriculum and research consultants who helped shape the interactions to enhance the existing educational value of the shows. Throughout each interactive adventure, kids engage with content that fosters the development of cognitive, social and emotional skills.

NOGGIN is an ad-free, video subscription service that features hundreds of iconic, full-length library episodes, short-form videos, educational content, music videos featuring preschoolers' favorite Nickelodeon characters, and more, with new content added weekly. Consistently ranking at the top of the charts in the Family and Kids categories, the NOGGIN App is one of the top 10 grossing Kids apps 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 available for iPad, iPhone, Apple TV, Android, Fire tablet and Roku devices, NOGGIN has 25 series to date including the recently added *Yo Gabba Gabba!*, *Trucktown*, *Miffy and Friends* and *Teletubbies*. Additional titles in the NOGGIN lineup include *Blue's Clues*, *Go, Diego, Go!*, *Franklin*, *The Backyardigans* and *Pocoyo*, among others.

Nickelodeon, now in its 38th 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, digital, recreation, books and feature films. Nickelodeon's U.S. television network is seen in more than 90 million households and has been the number-one-rated kids' basic cable network for 22 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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