



## VIACOM INTERNATIONAL MEDIA NETWORKS SEALS FIRST SOUTHEAST ASIA GAME COLLABORATION WITH GAME PUBLISHER GOGAME

Nickelodeon x goGame mobile game to launch in third quarter of 2019

**BALI/ SINGAPORE, 25 APRIL 2018** - Viacom International Media Networks (VIMN), a division of Viacom Inc. (NASDAQ: VIA, VIAB), today announced its first Southeast Asia game collaboration with mobile game publisher [goGame](#). Under the agreement, the Singapore-based game publisher will develop a new mobile game based on Nickelodeon characters. The Nickelodeon x goGame mobile game, which will be named at a later stage, is slated to launch in the third quarter of 2019. It will be the first game licensed to an Asian game developer that brings a family of Nickelodeon properties together.

The Nickelodeon x goGame mobile game is a multi-property game of city building and nostalgic recollection, which will bring back Nickelodeon favourites like *Rugrats*, *Rocko's Modern Life* and *Invader Zim*, along with evergreen properties like *SpongeBob SquarePants* and *Teenage Mutant Ninja Turtles*. It will immerse users into building a Nickelodeon city of their own, where they can collect Nickelodeon characters, costumes and animations, from across the Nickelodeon universe, which are drawn in highly stylistic pixel art.

“We have a strong suite of game apps engaging our audiences all over the world every day. The collaboration with goGame is a great example of how we extend the strength of our iconic brands and characters through casual games. It also demonstrates how diversified our business is – to be where our fans are – across multiple platforms,” said Paras Sharma, Senior Vice President and General Manager, Southeast Asia, Viacom International Media Networks. “We’re looking out for likeminded partners like goGame in Asia who share the same passion for our brands and characters, while able to help create an innovative entertainment experience for our fans and bring in new audiences.”

“We are thrilled to announce this exciting new relationship with Viacom International Media Networks. Many of us grew up with Nickelodeon characters on our TV screens, so we are honoured to bring them to life on mobile screens in an interactive manner. It will be a great addition to our portfolio,” said David Ng, CEO and Founder, goGame Pte Ltd.

The Nickelodeon logo is displayed in its signature orange color with a white outline, featuring a small trademark symbol (TM) at the end.

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**About goGame**

goGame is a mobile game publisher and subsidiary of SEGA headquartered in Singapore, with offices in Malaysia, Philippines, Taiwan, Thailand, Vietnam and Indonesia. Founded in July 2015 by industry veteran David Ng, the company first made headlines for securing major investments from gaming giant SEGA and venture capitalist Incubate Fund Japan. Today, goGame is a 200-strong team collaborating on projects with SEGA, Disney, Colopl and most recently, Viacom. For more information, visit [www.gogame.net](http://www.gogame.net)

### **About Nickelodeon**

Nickelodeon, now in its 39th 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>. For more information about Nickelodeon in Asia, visit [www.nick-asia.com](http://www.nick-asia.com). Nickelodeon and all related titles, characters and logos are trademarks of Viacom Inc. (NASDAQ: VIA, VIAB).

### **About Viacom International Media Networks**

Viacom International Media Networks (VIMN), a unit of Viacom Inc. (NASDAQ: VIAB, VIA), is comprised of many of the world's most popular multimedia entertainment brands, including MTV, MTV LIVE HD, Nickelodeon, Nick Jr., Comedy Central, Paramount Channel, and more. Viacom brands reach more than 3.8 billion cumulative subscribers in 180+ countries and territories via more than 200 locally programmed and operated TV channels and more than 550 digital media and mobile TV properties, in 40 languages. Keep up with VIMN news by visiting the VIMN PR Twitter feed at [www.twitter.com/VIMN\\_PR](http://www.twitter.com/VIMN_PR). For more information about Viacom and its businesses, visit [www.viacom.com](http://www.viacom.com), [blog.viacom.com](http://blog.viacom.com) and the Viacom Twitter feed at [www.twitter.com/Viacom](http://www.twitter.com/Viacom).

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#### ABOUT VIMN ASIA PRESS

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