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VIACOM INTERNATIONAL MEDIA NETWORKS TO LAUNCH NICK JR. PLAY WITH SKY NEW ZEALAND

Interactive App will offer full episodes, educational games and surprises

SYDNEY / AUCKLAND, 30 OCTOBER 2018 - Viacom International Media Networks (VIMN), a division of Viacom Inc (NASDAQ: VIA, VIAB), today announced plans to launch a fully-authenticated version of **Nick Jr. Play** with SKY New Zealand on 1 November.

Nick Jr. Play is an interactive App experience that offers pre-schoolers access to Nick Jr. shows, games and music including full episodes, educational games, original videos and even some silly surprises. Designed and programmed to promote discovery, pre-schoolers will be able to explore on their own with easy-to-use swiping and tapping.

Nick Jr. Play will also provide SKY New Zealand customers the ability to unlock the full library of available videos and games that will include content from the network's most popular programming including *PAW Patrol*, *Nella the Princess Knight*, *Dora the Explorer*, *Bubble Guppies* and more.

The launch of Nick Jr. Play follows the success of Nick Play in New Zealand. Launched with SKY in April 2017, Nick Play has given Kiwi kids access to hundreds of Nickelodeon-themed videos, original short-form animations, newly created games, as well as full-length episodes of Nickelodeon's biggest hits and current top shows via SKY's customer authentication.

Ben Cox, Vice President and General Manager of Nickelodeon Networks Australia & New Zealand, said, "Nick Jr. is the number one channel for pre-schoolers on SKY, so with Nick Jr. Play we're able to offer kids and parents a new and innovative way to view our content in a safe and trusted environment."

“We know how much our littlest customers love Nick Jr. and now they can immerse themselves with all their favourite characters in the Nick Jr. Play App on the go,” says Director of Entertainment Content at SKY New Zealand, Travis Dunbar. “Our customers can get access to the full suite of content simply by logging in with their SKY My Account details... all part of the SKY Starter package.”

In April 2018, VIMN announced the 2019 launch of Nick Jr. Play in Australia with Foxtel[^] and Fetch authentication at the Asia Pacific Operators Summit (APOS) in Bali. Nick Jr. Play will launch in both Australia and New Zealand on 1 November as a free download on iOS and Android app stores.

Nick Jr. Play is the latest addition to Viacom Play Plex, a suite of mobile apps for each of Viacom’s major international brands which include Nick Play, MTV Play, Comedy Central Play and BET Play. Nick Jr. Play launched internationally in February 2018.

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[^]Available to all Foxtel residential customers. Available to Foxtel Now customers with the Kids Pack. Not available to Telstra T-Box customers and Optus TV featuring Foxtel customers. You must be the Foxtel primary account holder to access the Nick Jr Play App.

About Nick Jr.

Nick Jr. is “the Smart Place to Play”, giving kids and parents what they want – educational and entertaining content with great stories and characters that empower kids to learn while they play. The educational curriculum is in everything Nick Jr. does – the shows, packaging and promos – delivered by all the Nick Jr. characters kids know and love. Its award-winning property *PAW Patrol*, and other world-class programmes such as *Shimmer and Shine*, and *Blaze and the Monster Machines* are designed to engage and encourage early childhood development. For more information about Nick Jr., visit <http://www.nickjr.tv>.

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. 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. For more information about Viacom and its businesses, visit www.viacom.com, blog.viacom.com and the Viacom Twitter feed at www.twitter.com/Viacom.

Media Contact:

Viacom International Media Networks Australia & New Zealand

Todd Phillips

todd.phillips@vimn.com

+61 (0) 410 992 480

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