



© 22 July 2021, 15:00 (+08)

Baby Shark's Big Show! Makes a Splash in Southeast Asia!

Brand-new preschool series premieres on Nickelodeon this July

Share it: @Nickelodeon #BabySharksBigShow #BabyShark

Nickelodeon's brand-new preschool series *Baby Shark's Big Show!*, based on the global hit Pinkfong Baby Shark, is set to make a splash with its premiere in Southeast Asia. Starting from July 26, preschoolers in Indonesia, the Philippines and Malaysia can join the pop culture phenomenon for jaw-some underwater escapades every weekday at 8.30am (WIB) and 9.30am (MAL/PH).

Co-produced by Nickelodeon Animation Studio and SmartStudy, the global entertainment company behind the beloved children's brand Pinkfong, the series of 26 half-hour episodes follows Baby Shark and his best friend William as they journey on fun-filled comedic adventures in their community of Carnivore Cove, make new friends and sing original catchy tunes along the way.

In the first episode, "Baby Tooth/Slobber Slug", Baby Shark gets his first loose tooth and enlists William's help to lose it so he can trade it in for a sand dollar. When their antics get the tooth lost for real, they must team up with the Toothfish Fairy to track it down. Then, while Baby Shark and his friends are playing Barnacle Ball, Hank's pet rock, Rocky, is accidentally sent soaring into the lair of the vicious Slobber Slug, and they must stage an elaborate rescue mission.

Baby Shark's Big Show! features a swim-sational lineup of voice actors, which was just nominated for a Daytime Emmy Award in the category of "Outstanding Casting for a Daytime Animated Program": Kimiko Glenn (*Orange is the New Black*), as Baby Shark; Luke Youngblood (*Harry Potter and the Sorcerer's Stone*), as William; Natasha Rothwell (*Insecure*), as Mommy Shark; Eric Edelstein (*We Bare Bears*), as Daddy Shark; Debra Wilson (*MADtv*), as Grandma Shark; and Patrick Warburton (*Seinfeld*), as Grandpa Shark.

Pinkfong Baby Shark launched on YouTube in November 2015 and took the world by storm, amassing 9 billion views and becoming the most-watched video in the platform's history. It is one of the most popular franchises in the world. With music, characters, story and dance all combined together, the song certified RIAA Diamond and 11x platinum single for selling over 11 million units in the U.S., and spawned a viral phenomenon #BabySharkChallenge, generating over one million cover videos around the globe.

Since its premiere in the United States on March 26, *Baby Shark's Big Show!* has proven to be a hit with its young viewers, remaining among the top-rated series for kids aged two to five across all TV in the country, and has reached over 2.5 million preschoolers and 11.1 million total viewers to date. Currently airing in countries across Europe, North America, South America and Australia, the show will be available to other markets in Southeast Asia and Korea by the end of the year, and continue expanding its reach globally to the Middle East and Africa. The fin-credible world of Baby Shark is also getting bigger with the development of a brand-new original animated movie and season two of its TV series.

Did you know? Real-life baby sharks are actually called 'pups'! Find out more fin-tastic facts about real life sharks here [link to video], with Malaysia-based marine biologist Simon Enderby from Scubazoo.

About SmartStudy

SmartStudy is a global entertainment company moving beyond the limits of platforms to create original content across children's education, games and animation. Through SmartStudy's beloved children's brand, Pinkfong, the company produces modern-day songs and stories to provide stimulating, fun, learning experiences to children.

About Pinkfong

Pinkfong is a global entertainment brand that creates award-winning kids' content for families around the world. Pinkfong has over 5,000 songs and stories within its vast library of children's content, which can be accessed on the App Store and Google Play, as well as on YouTube and Amazon Video. Pinkfong's accolades include the Amazon Video Direct Star, YouTube's Diamond Play Button and Google Play's Best Family App of 2014-2017.

For more information, please visit the Pinkfong [website](#), subscribe to its [YouTube](#) channel, or follow the company on [Facebook](#), [Instagram](#) and [Twitter](#).

About Nickelodeon

Nickelodeon, now in its 42nd 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 brand includes television programming and production in the United States and around the world, plus consumer products, digital, location-based experiences, publishing and feature films.

Nickelodeon is one of the most globally recognized and widely distributed multimedia entertainment brands for kids and family, available in nearly 400 million households across 180 countries and territories, via more than 80+ locally programmed channels and branded blocks. Outside of the United States, Nickelodeon is part of ViacomCBS Networks International, a division of ViacomCBS Inc. (Nasdaq: VIACA, VIAC). For more information or artwork, visit <http://www.nickpress.com>. Nickelodeon and all related titles, characters and logos are trademarks of ViacomCBS Inc.



ABOUT VIACOMCBS NETWORKS ASIA

ViacomCBS Networks International, a unit of ViacomCBS Inc. (NASDAQ: VIAC), is comprised of many of the world's most iconic consumer brands. Its portfolio includes Network 10, Channel 5, Telefe, Viacom International Studios, Nickelodeon, MTV, Comedy Central, BET, Paramount Network and Pluto TV among others. In addition to offering innovative streaming services and digital video products, ViacomCBS Networks International provides powerful capabilities in production, distribution and advertising solutions for partners on five continents and across more than 180 countries. 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.



VIACOMCBS

ViacomCBS Networks Asia