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## Top-Rated Nickelodeon Charts Path Beyond TV, Details Content Pipeline of Almost 700 New Episodes in Every Genre

**Guided by Audience Insights, Number-One Kids' Net Readies New Shows, Specials and On-the-Ground Events Expanding Its Global Footprint**

**Highlights from Network's Annual Upfront Presentation Include Appearances by Music and TV Superstar Gwen Stefani; Jace Norman from Top-Rated *Henry Danger*; Social Media Influencer JoJo Siwa; and Special Performance by Multi-Platinum Recording Artist Pitbull**

NEW YORK--(BUSINESS WIRE)--

Nickelodeon--the number-one kids' network--heads into the new season with a content pipeline for every genre kids love, filled with almost 700 episodes of new and returning series across its platforms in preschool, animation and live action; TV movies and tent-pole events; and real-world experiences that will grow the brand further beyond television. Guided by the audience in everything it does, Nickelodeon uses its research insights to create the most relevant and authentic content for kids, resulting in the network's top-rated status and ownership of the top shows with Kids 2-11, Kids 6-11 and Kids 2-5. Details of Nick's content pipeline and its plans to expand its footprint past its own screens were outlined today at the network's annual upfront presentation, held at New York City's Jazz at Lincoln Center.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20170302006444/en/>



"Today's kids are coming of age in a revolutionary period of change, in tech, entertainment, politics and culture, and these factors have definitely influenced how they see the world," said Cyma Zarghami, President, Nickelodeon Group. "It's our job to understand everything we can about kids, and connect our audience to relevant content and characters that speak to their need for authenticity and diversity--both on our screens and beyond through on-the-ground experiences."

Key insights powering Nickelodeon's content pipeline include data from its recent, nationally representative study, "The Story of Me." Sample of the findings featured in today's presentation include:

Caption: Cyma Zarghami speaks onstage at the Nickelodeon Upfront 2017 at Jazz at Lincoln Center on Thursday, March 2, 2017 in New York City. (Photo by Scott Gries/Invision for Nickelodeon/AP Images)

- or ethnicities, and most (81%) say they want friends of a different religion.
- 1 They are entrepreneurs. The majority (69%) want to grow up to be their own bosses.
- 1 Kids today are closer to their parents than prior generations were—they watch the same shows together, play the same video games, and listen to the same music. Mom and Dad are kids' top role models, and more than half of all millennial-aged parents (54%) say that their children are their best friends.
- 1 Four out of five parents believe they should consult their children for decisions on choosing restaurants, vacation destinations, health and beauty products, technology and cars.

- | Helicopter Parenting has morphed into Drone parenting. Kids are growing up supervised by tech at all times, through wireless baby monitors, cell phone trackers, texting parenting apps or smart home cameras.
- | More than a third worry about their parents' health and personal safety; and almost a quarter worry about their parents losing their jobs. But overall, the majority of kids report that they are happy being kids.

In response to what it has learned from today's kids, Nickelodeon has developed content that is relevant and authentic to their lives today. For example, kids' love of family is reflected in shows like [The Loud House](#) and [The Thundermans](#); their interest in being their own boss is in the premise of shows like [Game Shakers](#); and diversity is woven throughout all quarters of Nickelodeon--from [Nella the Princess Knight](#), to [Shimmer and Shine](#), to the network's ongoing legacy of strong female leads.

During the upfront presentation, Zarghami previewed the network's content pipeline, offering a close look at a selection of upcoming projects that underscore Nick's overall programming strategy, including: an animated series based on the top-ranked live-action hit [Henry Danger](#), starring **Jace Norman**; a brand-new, reimagined animated [Teenage Mutant Ninja Turtles](#) series, titled **Rise of the Teenage Mutant Ninja Turtles**; [Lip Sync Battle Shorties](#), a spinoff of Spike's global phenomenon *Lip Sync Battle*; more [Kuu Kuu Harajuku](#) from music and TV superstar **Gwen Stefani**; a TV special and consumer products line based on performer, actress and social media influencer, **JoJo Siwa**; and the first look at **Amusement Park**, Paramount Pictures' animated feature set for release in 2018, which will be followed by a Nickelodeon-produced TV series the next year. The presentation was capped with a performance by multi-platinum recording artist **Pitbull**.

Nickelodeon also has plans to continue expanding the brand's footprint through recreation and on-the-ground activations. In addition to adding multiple branded luxury family resorts around the world, and additional tour dates for its preschool [PAW Patrol Live!](#) tour, Nick announced **Nickelodeon SlimeFest**, a multi-day family festival of music, activities and fun. Coming next year, the festival will feature performances by top recording artists, immersive one-of-a-kind experiences, Nickelodeon stars and characters, and plenty of the network's signature green slime.

As Nickelodeon marks three years and counting as the number-one kids' network in every demo, its pipeline of content in every genre includes:

### **Preschool:**

Nickelodeon is the number-one network for preschoolers year to date, a leading position it has held for the last three years. As it did in 2016, Nick currently owns six of the top 10 shows for Kids 2-5 this year, led by number-one-ranked [PAW Patrol](#).

This season, the network will premiere almost 200 new episodes of returning hit shows **PAW Patrol**, [Blaze and the Monster Machines](#), [Shimmer and Shine](#), [Mutt & Stuff](#), and the just-launched **Nella the Princess Knight**, and the following new series:

- | **Butterbean's Café** (40 episodes) - This animated series follows a fairy named Butterbean and her adventures running the neighborhood café with her friends.
- | **Sunny Day** (40 episodes) - This animated series centers on Sunny, a 10-year-old master hairstylist and entrepreneur who uses creative problem solving to tackle any dilemma that arises in her seaside town of Friendly Falls.
- | **Top Wing** (26 episodes) - This CG-animated action-adventure series, created by Industrial Brothers and produced by 9 Story Media Group, follows a team of eager young birds as they flock together to help their island community and earn their wings as full-feathered rescuers.

### **Animation:**

Nickelodeon is the number-one network for Kids 2-11 and Kids 6-11 year to date, up +5% among Kids 2-11, with its February performance marking six straight months at number one with Kids 6-11. Besides being home to TV's top two animated kids' shows, [SpongeBob SquarePants](#) and [The Loud House](#), Nick currently owns the top 10 shows for Kids 2-11 and nine of the top 10 with Kids 6-11. For 2016, Nick owned nine out of the top 10 shows with Kids 2-11 and six of the top 10 shows with Kids 6-11.

This season, the network will air almost close to 200 episodes of returning animated hits like **SpongeBob SquarePants**, **The Loud House** and [ALVINNN!!! and The Chipmunks](#), and new shows:

- | **Amusement Park** - Nickelodeon and Paramount Pictures are moving forward together on a slate of films that will bring new and established properties to audiences, a strategy that will allow for the two Viacom divisions to work

together on IP that can journey from the big screen to TV and beyond. The first project is the animated *Amusement Park* theatrical release, directed by Dylan Brown and in theaters July 2018. Nickelodeon will produce a TV series based on the movie for the following year.

- | ***The Adventures of Kid Danger and Captain Man*** (working title, 10 episodes) - An animated series based on TV's number-one kids' show, the live-action *Henry Danger*. Created and executive produced by hitmaker Dan Schneider (*Henry Danger*, *Game Shakers*, *iCarly*), the series follows the heroic Kid Danger and Captain Man as they face new adventures--battling criminals and super villains with their sharp wit and amazing crime-fighting skills.
- | ***Rise of the Teenage Mutant Ninja Turtles*** (working title, 26 episodes) - Nickelodeon will reimagine its iconic, global franchise Teenage Mutant Ninja Turtles with an all-new 2D-animated series. Launching fall 2018, the new show follows the band of brothers as they encounter new allies and villains and discover a magical world they never knew existed beneath the streets of New York City.
- | ***Bunsen Is a Beast*** (20 episodes) -This just-launched original animated comedy, which premiered to 1.6 million total viewers, follows the adventures of Bunsen, the first beast to attend a human middle school, and his best friend Mikey. The series is created and executive produced by animation veteran Butch Hartman (*The Fairly OddParents*).
- | ***Pinky Malinky*** (20 episodes) - A mockumentary-style series, *Pinky Malinky* follows the everyday life of an infectiously positive hot dog living in a human world. Pinky's experiences will also be shared across social media and Nick's digital platforms.
- | ***Welcome to the Wayne*** (20 episodes) - Marking Nick's first digital short-form content to be greenlit for television, the series follows the comedic adventures of three kids who live in a strange and fantastical apartment building, the Wayne in New York City, where nothing is what it seems.
- | ***Kuu Kuu Harajuku*** (26 episodes) - Nickelodeon has picked up a second season of this animated series co-created and executive produced by Gwen Stefani. The new season will continue to follow the kuu kuu adventures of the band HJ5--Love, Angel, Music, Baby and G--through their super-cute world of music, fashion and style.

#### **Live Action:**

Nickelodeon is the number-one network for Kids 2-11 and Kids 6-11 year to date, up +5% among Kids 2-11, with its February performance marking six straight months at number one with Kids 6-11. Nick currently owns the top 10 shows for Kids 2-11 and nine of the top 10 series for Kids 6-11, led by shows like top-ranked *The Thundermans*, *Henry Danger* and *Game Shakers*. For 2016, Nick owned nine out of the top 10 shows with Kids 2-11 and six of the top 10 shows with Kids 6-11.

In live action, the network will roll out almost 300 brand-new episodes of ***Henry Danger***, ***Game Shakers***, ***The Thundermans***, ***School of Rock***, ***Nicky, Ricky, Dicky & Dawn*** and new shows, including:

- | ***Lip Sync Battle Shorties*** (10 episodes) - A spinoff of Spike's Emmy-nominated global phenomenon, *Lip Sync Battle*, this new half-hour series will feature real-life kids lip-syncing pop songs in celebration of their favorite artists. *Lip Sync Battle Shorties* is created and executive produced by Casey Patterson Entertainment and Matador Content, with John Krasinski, Stephen Merchant and Eight Million Plus Productions also serving as executive producers.
- | ***I Am Frankie*** (20 episodes) - This series centers on Frankie who looks like a typical teenager, but harbors a very big secret--she's actually a cutting edge, experimental android who must hide her true identity or risk being powered down forever.
- | ***JoJo Siwa special*** (untitled) - This brand-new docu-style special will give viewers an exclusive look into the teen sensation's exciting world. The special was greenlit as part of JoJo Siwa's overall talent deal, in which Nickelodeon will have the opportunity to work with her on a multi-platform basis including in consumer products, original programming, social media, live events and music.
- | ***Hunter Street*** (20 episodes) - Set to premiere March 13, this comedy adventure series follows the journey of five foster kids on their quest to find their missing parents after they mysteriously disappear.

#### **TV Movies and Tent Poles:**

Nickelodeon will give kids more of what they love from the net's content pipeline and across the worlds of entertainment, sports, celebrities and pop culture, with TV movies and tent poles including:

- | ***Rocko's Modern Life special*** (untitled) - **Based on Nick's beloved '90s hit, *Rocko's Modern Life***, this original animated one-hour TV special will bring back all the show's classic characters and offer some surprising new takes on life in O-Town. *Rocko's* original creator Joe Murray is on board as executive producer of the special.
- | ***Escape from Mr. Lemoncello's Library*** - Based on author Chris Grabenstein's acclaimed children's book of the

same name, the 90-minute TV movie follows a group of friends whose overnight stay in their town's new high-tech library turns into a daring, dangerous adventure of escape.

- | **Hey Arnold!: The Jungle Movie** - The two-hour animated TV movie picks up where the iconic series ended in 2004 and will resolve unanswered questions and plotlines, including Arnold finally getting answers about the whereabouts of his missing parents. *Hey Arnold!: The Jungle Movie* is written and executive produced by the series' original creator Craig Bartlett.
- | Nickelodeon will also feature three major TV events this year: [Kids' Choice Awards](#) on March 11, hosted by WWE Superstar John Cena; [Kids' Choice Sports](#) in July; and **HALO Awards** in November.

Nickelodeon year to date is the number-one kids' network, with the top shows on all TV in every key demo--the top 10 among Kids 2-11; nine of the top 10 with Kids 6-11; and six of the top 10 shows for Kids 2-5. Nick recently marked its third straight year at number one with kids, outpacing the competition most recently in 2016 by double digits. Nickelodeon also had the top shows in every demo in 2016: nine out of the top 10 with Kids 2-11; six of the top 10 with Kids 6-11; and six of the top 10 preschool programs.

Source: Nielsen Media Research (12/26/16-2/26/17), Live+7 blended, 3 t/c min

Nickelodeon, now in its 37th 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 more than 90 million households and has been the number-one-rated basic cable network for 20 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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