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## Nickelodeon Signs Teen Sensation JoJo Siwa to Overall Talent Deal

**Brand-New Docu-Style Special Gives Viewers Exclusive Look into Siwa's World**

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NEW YORK--(BUSINESS WIRE)-- [Nickelodeon](#), the number-one kids' network, today announced it has signed 13-year-old singer, dancer, performer and social media influencer JoJo Siwa to an overall talent deal. Under the arrangement, Nickelodeon will have the opportunity to work with Siwa on a multi-platform basis including in consumer products, original programming, social media, live events and music. Nickelodeon has already commenced development of an exclusive line of consumer products inspired by the popular teen, and the network is in the process of securing major merchandising and promotional partners in a broad range of categories including apparel, home furnishings, toys, accessories, publishing and more. The news was announced at Nickelodeon's Upfront presentation, held today in New York City.

This Smart News Release features multimedia. View the full release here:

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"JoJo's an entrepreneur, her family is everything to her and she is happy just being a kid," said Shelly Sumpter Gillyard, Executive Vice President, Talent, Music and Events, Nickelodeon. "We have watched JoJo's career as a real breakout talent and knew when we met with her that our audience would welcome her as part of the Nickelodeon family."

As part of Siwa's overall talent deal, Nickelodeon has greenlit a brand-new docu-style special that will give viewers an exclusive look into her exciting world. The half-hour special (untitled) will follow Siwa, as she embarks on a new journey full of surprises with the help of some Nickelodeon friends. Production will begin in the spring and the special is scheduled to premiere this summer on Nickelodeon.

Additionally, Siwa is nominated in the new "Favorite Viral Music Artist" category at [Nickelodeon's 2017 Kids' Choice Awards](#), and will appear on the show, airing live on Saturday, March 11, at 8 p.m. (ET/tape delayed for west coast), from USC's Galen Center in Los Angeles. She is also set to appear in *Nickelodeon's Sizzling Summer Camp Special*, a live-action variety special, and on Nick's hit series [School of Rock](#), as part of a multi-episode story arc airing later this year.

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.

After quickly realizing she had a love for dance at age two, Siwa began taking classes in tap, jazz, hip hop and ballet. She auditioned for season two of *Abby's Ultimate Dance Competition* and became the youngest contestant at eight years old on the show. Following that success, she was

Pictured: JoJo Siwa Nickelodeon. Photo: Terry Doyle/Nickelodeon. © 2016 Viacom International, Inc. All Rights Reserved.

then called to join Lifetime's number-one show *Dance Moms*. Off screen, Siwa connects with her fans in several different ways: through social media, where she currently has over 4.8 million followers on Instagram, 9.11 million followers on Musical.ly, 254,000 Twitter followers and 427 million views on her YouTube channel; through her SIWANATOR club, which stands against negativity and bullying; through her line of accessories at Claire's; and with her new single, "Boomerang,"

which has been viewed more than 195 million times.

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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