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Nickelodeon Greenlights Musical Dares, Brand-New Digital Short-Form Series from Nick Cannon

NEW YORK--(BUSINESS WIRE)-- Nickelodeon has ordered 10 episodes of a brand-new digital short-form series, *Musical Dares* (working title), a new twist on the classic concept of musical chairs, set to air on Nickelodeon's YouTube channel. Created and executive produced by multi-faceted entertainer Nick Cannon, the live-action game show will combine real kids, physical competition and a full-blown dance party. As part of the work of the Viacom Digital Studios, *Musical Dares* is Nickelodeon's first original short-form series, and will begin production this summer.

"*Musical Dares* is the hyper-real version of the coolest house party ever," said Nick Cannon. "It's a game show and dance party all rolled into one big, fun, silly, messy spectacle. Bring your strategy and stamina...you will need it!"

"We are deepening audience engagement through short-form content and expanding our ability to be everywhere kids are," said Cyma Zarghami, President, Nickelodeon Group. "With Nick Cannon at the helm, *Musical Dares* provides another avenue for our audience to connect with our brand in new and unexpected ways."

Musical Dares is a multi-round competition, each filled with unique and messy twists, turns and physical challenges, as kid contestants dance and race to a chair once the music stops. The winning team will receive cash and music-themed prizes.

Cannon currently serves as the host of *Lip Sync Battle Shorties*, which was just greenlit for a second season. He is also the host, creator and executive producer of the annual *Nickelodeon HALO Awards*, as well as *TeenNick Top 10*, currently in its eighth season.

Musical Dares is created and executive produced by Nick Cannon of NCredible Entertainment. Jay Peterson and Todd Lubin's Matador Content is producing the project, alongside Elizabeth Kelly who also serves as showrunner and executive producer.

Nickelodeon, now in its 38th 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>. Nickelodeon and all related titles, characters and logos are trademarks of Viacom Inc. (NASDAQ: VIA, VIAB).

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