

# Nickelodeon Launches Noggin--New Mobile Subscription Service for Preschoolers

Noggin Available March 5 for iPhone, iPad and iPod Touch

Will Be Available to Distributors as Premium Complement to Authenticated Subscribers

Ad-Free Service to Feature Education-Based Series;  
Preschool Music Videos; and Short-Form Educational Content  
Hosted by Beloved Characters Moose and Zee

NEW YORK--(BUSINESS WIRE)-- [Nickelodeon](#), at its annual upfront presentation today, unveiled Noggin--a new mobile subscription service for preschoolers. Available on the App Store for iPhone, iPad and iPod touch starting March 5, the paid service will be ad-free and offered for \$5.99 a month. Nickelodeon is also in discussions with distributors about offering this service as a premium complement to authenticated subscribers.



Pictured: Noggin is a new mobile subscription service for preschoolers from Nickelodeon. Photo Credit: Nickelodeon. ©2015 Viacom International, Inc. All Rights Reserved.

Kids and Family Group.

The titles available on Noggin at launch include: *Allegra's Window*, *Blue's Clues*, *Blue's Room*, *Franklin and Friends*, *Gullah Gullah Island*, *Little Bear*, *Miss Spider's Sunny Patch Friends*, *Ni Hao, Kai-lan*, *Oswald*, *Pocoyo*, *Robot and Monster* and *The Upside Down Show*.

Noggin serves as a complement to the highly successful [Nick Jr. app](#), a TV Everywhere platform for preschoolers. The Nick Jr. app features a live linear feed of the [Nick Jr.](#) television channel and on-demand episodes of the net's current series, via paid-TV subscriber authentication, plus interactive activities and educational moments.

To date, Nickelodeon has launched more than 20 preschool apps including top-performing titles like *Blaze and the Monster Machines* (STEM), *PAW Patrol Rescue Run* (problem-solving and social skills), *Wallykazam! Letter and Word Magic* (literacy), and the award-winning *Nick Jr. Draw and Play* (creativity and imagination).

[Nickelodeon](#), now in its 35<sup>th</sup> 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 100 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).

Noggin will feature an abundant volume of long- and short-form content for preschoolers, with additional content added regularly.

Noggin's content at launch will include award-winning, education-based series, including: the ground-breaking *Blue's Clues*, *Little Bear* and *Ni Hao, Kai-lan*, among others; music videos featuring kids' favorite Nick preschool characters; and the return of the beloved Moose and Zee characters hosting educational videos that can help kids learn letters, shapes, matching and other important skills to get ready for kindergarten.

New content, games and activities will be added regularly. Noggin's content will remain library-based, separate and distinct from Nickelodeon's preschool content currently available on its existing distribution platforms.

"We are reintroducing the Noggin name with this new mobile service because of its built-in equity with moms and as a signal of the high-quality preschool content that will be curated for it," said Cyma Zarghami, President, Viacom

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20150225006581/en/>

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