

Opportunity

Paramount Kids

Sponsorship of the Nickelodeon Channels



Channel

Dates



Available now (daypart dependent)

The Opportunity

Brands have an exciting opportunity to tap into and associate with the Nickelodeon brand, it's much-loved content and characters to reach at scale during key periods for kid's advertisers.

Own the Nickelodeon network through sponsorship of our 4 dedicated kid's channels (Nickelodeon, Nicktoons, Nick Jr and Nick Jr too).

This unbeatable combo of channels enables your brands to reach kids of all ages, plus co-viewing parents through Nick Jr & Nick Jr 2.

Example Content

Nickelodeon is more appealing to the slightly older child perfect for those age between **7-12 years old** with some of the most watched shows being:

- The Thundermans
- The Patrick Star Show
- SpongeBob SquarePants

Nicktoons also attracts a slightly older age group however also picks up some of the younger crowd with audience ages between **4-7 years old** enjoying:

- Alvin!!! And the Chipmunks
- The Loud House
- The Smurfs

The **Nick Jrs** tend to bring in the youngest crowd mostly **preschoolers**, however this also has an attractive reach for **HPCH**. Some of their favourites are:

- Peppa Pig
- Paw Patrol
- Ben and Holly's Little Kingdom

Accreditation

Nickelodeon

-4 x 15" and 2 x 5" idents per hour

Nick Toons

-4 x 15" and 4 x 5" idents per hour

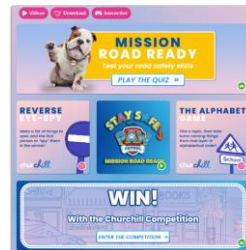
Nick Jr

-6 x 15" idents per hour

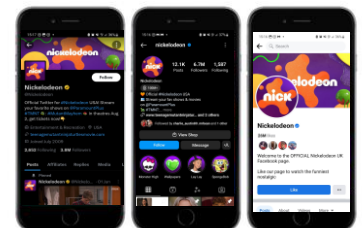
Nick Jr Too

-6 x 15" idents per hour

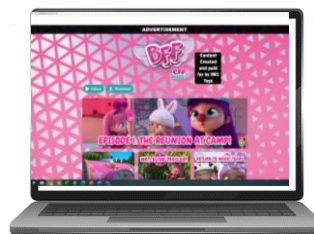
Sponsorship amplifications



COMPETITIONS



SOCIAL



CO-BRANDED DIGITAL HUBS



BESPOKE CONTENT CREATION

Contact Details

Lorna Light | Viacom Content Controller |
Lorna.Light@Sky.uk



skymedia.co.uk

@skymediaupdates

skymedia