

NICK JR.'S AUSTRALIAN PRODUCTION, *PLAY ALONG WITH SAM*, LAUNCHES IN AMERICA ON THE NOGGIN APP, NICKELODEON'S VIDEO SUBSCRIPTION SERVICE FOR PRESCHOOLERS

Nick Jr.'s educational series *Play Along with Sam* has launched on Nickelodeon's American video subscription service for preschoolers, **NOGGIN**. The show premiered this month and one new *Play Along with Sam* episode will roll out every Wednesday, with 10 episodes included in the initial launch.

Hugh Baldwin, Director of Television and Multiplatform at Nickelodeon Australia said, "*Play Along with Sam* has seen huge success in the Australian market and it is a great achievement that the show resonates with a global audience. Not only does this represent the quality of content being produced in Australia, but also the universal educational themes our show represents."

Nick Jr.'s award-winning Australian production, *Play Along with Sam* showcases Sam Moran's musical talents in a curriculum-based short-form format that is grounded in early childhood learning. It teaches kids about musical instruments, letters, sounds, animals and the world they live in through music and play.

Play Along with Sam star, Sam Moran said of the launch: "It is wonderful that more families internationally can now watch *Play Along with Sam* and join in the fun. I can't wait to share all my songs and adventures with even more pre-schoolers from around the world."

NOGGIN launched in the Americas in November 2015 and is an ad-free, paid service that features full episodes and short-form videos for preschoolers with new content added weekly. To date, NOGGIN has 21 library series available including *Blue's Clues*, *Dora the Explorer*, *Go*, *Diego*, *Go*!, and *The Backyardigans*, among others.

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About Nick Jr.

Nick Jr. is the first channel in Australia totally dedicated to pre-schoolers, built on Nickelodeon's reputation as the world's leading entertainment brand for kids. Now in its 12th year in Australia, Nick Jr. is based on the philosophy '*The Smart Place to Play*' and is dedicated to encouraging pre-schoolers to 'play along and learn' through programmes and consumer products that stimulate, educate, involve and excite developing and enquiring minds.

Nick Jr. airs 24 hours a day, seven days a week via Foxtel, Channel 703 and Fetch, Channel 147. Nick Jr. is a part of Viacom International Media Networks, a division of Viacom Inc. (NASDAQ: VIA, VIAB), one of the world's leading creators of programming and content across all media platforms.<u>www.nickjr.com.au</u>

About NOGGIN

The ad-free, video subscription service features hundreds of full-length episodes, short-form videos, educational content, music videos featuring preschoolers' favorite Nickelodeon characters, and more. The titles available on NOGGIN include: *Play Along with Sam, Allegra's Window, Blue's Clues, Blue's Room, Dora the Explorer, Teletubbies, Fifi & The Flowertots, Go, Diego, Go!, Max & Ruby, Ni Hao, Kai-lan, Olive The Ostrich, Peter Rabbit, and Roary The Racing Car* amongst others.

Currently available in the United States, American Samoa, Guam, North Mariana Islands, Palau, Puerto Rico, and the US Virgin Islands. See more at www.noggin.com