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Nickelodeon Consumer Products
www.nick.co.uk

Nickelodeon Consumer Products (NCP) continues to lead entertainment licensing in 2011. The world's number one TV-based licensing business manages global licensing and merchandising for powerhouse brands including Nickelodeon, Nick Jr, Comedy Central and MTV, and represents *SpongeBob SquarePants* and *Dora the Explorer,* two of the world's most iconic evergreen properties.

Returning to Brand Licensing Europe 2011, NCP will showcase its Something for Everyone portfolio, unveiling product plans for brand new properties *Teenage Mutant Ninja Turtles* and *Winx Club,* breakout shows such as *Victorious,* as well as established live action hit properties *Big Time Rush* and *iCarly.* The new additions complement NCP's diverse multi-genre portfolio that includes broadcast and licensing animation phenomena *South Park, SpongeBob SquarePants* and *Dora the Explorer.*

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