



STAND 499

Nickelodeon & Viacom Consumer Products
 consumerproducts@nickelodeon.co.uk
 www.nick.co.uk



Dora the Explorer

Pre-school favourite Dora will be even bigger in 2010 as she approaches her tenth anniversary. More than 80 licensees produce Dora products in the UK across all product categories from toys and apparel to consumer electronics. This year's Licensing Awards saw Dora nominated for the Best Pre-School Licensed Property.



SpongeBob SquarePants

One of the top-performing properties for kids aged six to twelve years (including a cult adult following). After ten years, SpongeBob ranks among the top three kids programmes in every major international broadcast market, is syndicated in 178 markets in 25 languages and has Consumer Products programmes in 22 territories.



iCarly

iCarly, Nickelodeon's ratings-topping, Emmy Award-nominated, multiplatform comedy series, continues to build on its phenomenal ratings success to date. Focusing on Carly (Amanda Cosgrove) who creates her own web show, iCarly is the number one series on Nickelodeon UK this year, viewed by 5.8 million individuals.



The Last Airbender

Based on Nickelodeon's award-winning animated TV series and directed by M. Night Shyamalan, Nickelodeon Movies and Paramount Pictures' theatrical release is set for release in July 2010. The series has a devoted global fan-base following syndication to more than 120 countries. It recently won a prestigious Peabody Award.



Ni Hao, Kai-lan

A brand-new animated series which teaches preschoolers Chinese culture and language in a fun and engaging way. Following Kai-Lan Chow, an adventurous and big-hearted bilingual girl who speaks English and Mandarin. The series has performed strongly internationally and in France won "Best New Kids License" award at the ACTUKIDS Awards.