

All submissions should be made via post to Nickelodeon Acquisitions, 15-18 Rathbone Place,
London, W1T 1 HU.

Key Personnel

Debbie Macdonald - VP, Programming Director

Peter Drake - VP, Creative Director

Layla Lewis - Senior Programming Manager

Lynsey O'Callaghan - Senior Programming Executive

Nickelodeon UK Networks

Nickelodeon UK currently comprises of four channels with very specific needs. The network targets children aged 2-12 years old and can be broken down into the following.

Nickelodeon is home to all our key shows with a specific focus on Live Action Comedy. Successful titles include 'iCarly', 'Drake and Josh' and 'H2O".

Nicktoons is home to all our animation (although our top toons also appear on Nickelodeon). This is where you will find the unforgettable 'Spongebob', "Fairly Odd Parents" and 'The Penguins of Madagascar' amongst others. We look to acquire comedy driven animation but will consider action series if they have a comedy skew. This channel is aimed primarily at boys aged 6-9, although it has broad appeal.

2009 Bafta award winning Nick Jr is our dedicated pre-school channel with a target of 2-5 year olds. Our programming should encourage the child to "join in with the adventure" as opposed to passively view. We have many strong brands on these channels such as "Dora the Explorer", "Ben and Holly's Little Kingdom", 'Humf', 'Peppa Pig' and many others.

We are always looking for laugh out loud live action ideas for Big Nick that are unique and Kidcentric, and since 1995 have run a hugely successful pilot scheme where we produce a pilot episode and then research it fully with our audience before moving to series commission. This has born, most notably, "Genie in the House" which was sold into 100 territories. 2010 will see us launch another brand new live action series which is being fully produced in the U.K with RDF. We are also looking for new ways in which to fund and produce great U.K. content and our Bafta nominated series "Bratz Design Academy" is an excellent example of how this can be done.

Nicktoons will see us launch U.K. produced "Grizzly Tales for Gruesome Kids" in 2010 and we're currently in production on 26 brand new episodes exclusive to the channel. Short-form content is also important for Nicktoons, and we take feedback from our audience helping informing our decision to move to longform. Purple and Brown is a good example of this.

We're passionate about pre-school and invest enormously in U.K. produced content for Nick Jr. Our recent commissions "Humf" and "Ben and Holly's Little Kingdom" have brought both ratings success and critical acclaim.

We have the ability to operate on a local level and yet draw on our global expertise and mass in order to bring the very best in kids entertainment to the UK audience.

We support various pro-social campaigns throughout the year including; "Nicktrition" which encourages our audience to make healthy lifestyle choices and we're working with Change for Life on this initiative. "Nick's Big Green Thing" highlights environmental issues in an accessible way and we've teamed up with Childline on our "See Something Say Something" campaign which focuses on the issue of bullying.