

The destination for kids for more than ten years

Nickelodeon is part of Paramount. The channel has been the destination for kids for more than 10 years!

Nickelodeon offers a protected environment with its specific kids content and focuses primarily on children aged 6-12. The offering varies from international hit shows, such as SpongeBob SquarePants and De Thundermans, to Dutch productions such as De Ludwigs. The total Nickelodeon offering consists of TV channels, websites, social media channels, various apps, popular events such as the Kids' Choice Awards and much more. On the website you will find series and cartoons, online games and competitions.

The core target is kids aged between 6 and 12.

TV

Monthly reach ¹	1,434,000
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Audience Profile

Men	53%
Women	47%
6-15 years	48%
16-24 years	8%
25-34 years	17%
35-44 years	14%
45-54 years	8%
55-64 years	2%
65+ years	2%




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