

**NICKTOONS NETWORK  
DIGITAL MEDIA  
INITIATIVES**

**2007**

**BURBANK**



**NICKTOONS  
NETWORK**





# 2007 DIGITAL GOALS



- “Nuts and Bolts”: Use the tools at hand to build a functional, dynamic content-driven web presence that’s constantly fresh and provides a solid foundation for 2008 digital initiatives
- Increase site traffic and generate awareness of NicktoonsNetwork.com as a legitimate player in the digital space
- Become a premiere online destination for short-form animated content for kids ages 6-11
- Pave the two-way street for viewers to contribute/participate in generating “channel content” via mash-up tools and user-generated content initiatives
- Back up our claims of being a “multi-platform network” and establish/brand the web site as the “hub” for our bigger world of digital platforms (mobile, broadband, games, iPod, PSP, etc.)
- Support NNAF in its mission of becoming a true multi-platform festival by introducing new technology/solutions
- Improve online promotion of Nicktoons Network on-air programming events and shows
- Make advertising available on the site during Q3 2007 (video ads, leave-behind unit, banner ads)
- Get accurate site reporting into place so that efforts can be properly measured



# WAYS TO MAKE NICKTOONS NETWORK A TRUE MULTI-PLATFORM BRAND



## **It's all about choice.**

We want kids to bend us, shape us, and use us the way they want to. Do they want to use the online platform as a TV, or a web site? Do they want to vote on what they want to watch by computer, or by phone? It's all about allowing every kid a choice and a custom experience - it's about being there wherever and whenever they want us. By building a strong library for our broadband player and expanding to new platforms - starting with mobile - we will take the attitude and presence of Nicktoons Network off the "small screen" and let kids take it with them wherever they go.

## **It's time to pave the two-way street.**

By their nature, the digital platforms allow for (inter)active participation - they give viewers a chance to "talk back" and let us know what they want. Whether we're talking about on-air blocks programmed by viewers via the web site, animated shorts (or entire shows) created and/or submitted by viewers online, mobile voting during on-air events, or kid-recommended playlists on the broadband player - giving viewers the chance to actively participate in telling the Nicktoons story helps create brand allegiance and keeps kids interested in coming back.

## **The technology isn't new at this point - the ways we approach it should be.**

It's a lesson we've learned ourselves over the past year - even if you build a cool, flashy site, without the content to breathe life into it you haven't got much going for you. We're not here to prove we can keep up with the Joneses - we're here to offer meaningful content and ways to interact with the network that strengthen the brand. By making intelligent choices about technological pursuits and always approaching our digital platforms from the *content* perspective, we can ensure that our efforts make the most impact possible and sustain themselves for the long haul.

## **It's not just about the "digital platforms" - it's about the entire brand.**

It's easy to launch a few pieces of video and some ringtones and call yourself a "multi-platform network" - it's another thing entirely to create a dynamic, exciting interactive brand. It's a philosophy and an attitude that start at the core of the network's brand and permeate the messaging, the creative, and the relationships between platforms and the content/initiatives created for each. By communicating loud and clear on our air and in our marketing that the digital world at Nicktoons Network is a critical piece of the brand that's rich with exciting, relevant content, we encourage users to share our enthusiasm as we branch into new technological territory.





# NICKTOONSNETWORK.COM

## 2007 SITE ENHANCEMENTS



- Improved, persistent in-page broadband player that can be rescaled by the user from thumbnail size to full-screen at any point during their experience on the site
- Video library, updated weekly
- Ability to link to sites directly from broadband player
- Expanded games section with ability to house a library of games from content partners
- Original games for Kappa Mikey, Skyland, Edgar & Ellen, and Speed Racer
- First mobile initiative - NNAF "Rock or Rot" mobile voting / sweepstakes
- Mobile section with games, video, ringtones, wallpapers, text alerts
- Mash-up tool / user-generated content
- Specials page to easily highlight programming stunts, marathons, cross-channel promotions, etc.
- Improved home page touts / mini-site promotion
- Site registration / login function
- Google-powered site search that indexes both video and web page content
- 728x90 leaderboard units on every page
- 300x250 ad units on hub pages
- Video advertising available in broadband player (with leave-behind unit)
- Yahoo Paid Search on all site pages





# BROADBAND PLATFORM



Our goal in building the Nicktoons Network broadband platform is not merely to exist - it's to become a premiere destination for kids ages 6-11 to watch video content online. The broadband platform will be driven by the programming team, and will be focused around short-form animated content. The player will be present any time the user is on the home page or any of the "hub" pages (mobile, games, shows, etc.) and will be scalable from thumbnail-size to full-screen at any point during the experience.

## Shows fully licensed for the broadband platform include:

- Edgar & Ellen (12)
- Leader Dog (13)
- Life With Loopy (7)
- The Presentators (20)
- Prometheus and Bob (6)
- Sniz and Fondue (3)
- Thumb Wrestling Federation (16 season one, 12 season two)
- Tortellini Western (13)

**TOTAL PIECES OF LICENSED VIDEO: 102**

## Shows licensed for broadband, with restrictions:

- Planet Sketch (13 half hours that will be broken up into smaller shorts; can only use clips 2 minutes or shorter)
- A Town Called Panic (20; no more than 4 eps at one time, and they must remain on the site for SIX MONTHS once they've been put up)
- NNAF 2006 entries (37; must be wrapped in NNAF packaging to be considered as use for "promotional purposes")

**TOTAL PIECES OF LIMITED-USE VIDEO: 70+**

Other potential player content includes:

- Sneak peaks
- Original "made-for-broadband" animated series
- "Making Of" specials and other interview-type (live) content
- Alternate endings and other special animated content from show creators
- User-submitted animation / mash-ups



# BROADBAND TIMELINE



Providing the online backbone for Nicktoons Network's short form programming, the broadband platform will be built in four stages:

## PHASE ONE: FRIDAY, MAY 25

- Launch of 30 SECOND SHORTS on-air and online (weekly shorts rotation in player)
- Regular on-air promo schedule in player begins (shows, programming stunts, branding campaigns)

## PHASE TWO: TBD

- Nicktoons channel on the Nick.com TurboNick player. Channel will be driven by Nicktoons Network programming and will update weekly.

## PHASE THREE: FRIDAY, AUGUST 31

- Launch of full broadband platform on NicktoonsNetwork.com. Player specs TBD. *(We don't need to launch any "lite" version of TurboNick before this date, as we don't currently have the library to support a player bigger than the one we have, anyway.)*

## PHASE FOUR: OCTOBER / NOVEMBER TBD

- Mash-up tool / user-generated content. Specs TBD.





# USER-GENERATED CONTENT



When it comes to user-generated content, the question we face is: How do we allow kids to succeed at animating, at contributing? Our first attempt at a mash-up tool (the NNAF Animator Creator) was confusing, flat and not very successful. **How can we do it better?**

- We'll create a video-based tool in October/November 2007, much like The N's popular mash-up tool. Featuring clips from Nicktoons Network's hit shows, the tool will allow kids to mix and match scenes, transitions and music to create their own "shows" they can then save, submit for viewing on the broadband player, or send to a friend.
- How do we make a tool that will allow kids to upload their own art/drawings, or create them on-screen?
- Other cool animation tools could feature Nicktoons Network characters, with kids animating their eyes, mouth, etc. to create scenes
- Once NNAF becomes a year-round presence in the digital world, "incubation" (user-submission of original material, by either kids or adults) should be driven through that channel



# NNAF



Our goal: to support NNAF as it continues to grow and become a true multi-platform festival by exploring new cross-platform and technological solutions.

## **MOBILE VOTING**

The 2007 festival will feature 31 days of “Rock or Rot” mobile voting, culminating in a “Mobile Viewer’s Choice Award” during the fest.

## **EXPANDING NNAF TO THE MOBILE PLATFORM**

Once we’ve established Nicktoons Network’s mobile platform, it will be easy to distribute daily shorts, exclusive NNAF content, etc. leading up to the 2008 festival.

## **NICKTROPOLIS PRESENCE**

Like the Kids’ Choice Awards, NNAF makes sense in the Nicktropolis environment. Users can watch shorts, download entry forms, chat with other animation fans, etc.





# MOBILE PLATFORM



Once we're established in the broadband space, mobile content is the next logical step into the multi-platform world. Currently, 25% of kids 12 and under have cell phones - and the number is growing rapidly. The mobile platform is also a perfect distribution medium for short-form content, in particular.

Mobile offerings on the site will be property-oriented and will include:

- Mobile games
- Ringtones and wallpapers
- Text alerts
- Mobile video

The mobile platform will launch August 31. New mobile content will be created throughout the year around major property events like show launches, new season launches, tentpoles, etc.

Our first mobile voting initiative will also take place in 2007, with 31 days of "Rock or Rot" voting for NNAF - culminating in a "Mobile Viewer's Choice Award" during the festival.



# GAMES ON NICKTOONSNETWORK.COM



While we don't really want to "get into the game" of game development as a fully committed line of business, having games on the site does make it more sticky and will likely help to increase our traffic numbers. It is possible for us to build a fairly strong library of games in 2007 with little to no effort, based on partnerships with Nick.com and the production companies for our shows. Partners that may be able to provide games for the site include:

- **Animation Collective:** Kappa Mikey (4), Tortellini Western (1) and Leader Dog (1)
- **Star Farm:** Edgar & Ellen (9)
- **BBC:** The Secret Show (1)
- **Nick.com:** TBD

We will additionally build four original online games to promote show launches in 2007. Ideally these will also be featured as Nick.com Games of the Week.

- Kappa Mikey
- Skyland
- Edgar & Ellen
- Speed Racer

**Total games added to site by end of year: 20+**





# SHOW AND STUNT SUPPORT



We will continue to build attractive, compelling mini-sites for Nicktoons Network's hit shows throughout 2007. We will also better promote shows and programming stunts by:

- Launching sites earlier, which will allow for an increased promotion window
- Using the broadband player to promote on-air priorities via increased number of promos and the ability to link directly to site pages from the player
- Developing new content for the video, mobile and games platforms that increases visibility for our biggest properties and gives us more opportunities to promote ourselves in the digital space
- Creating an easily updated "Specials" page that will highlight upcoming programming stunts, marathons, Nickelodeon event support, and other content that isn't consistently promoted online
- Creating banner ads for site launches to run on NicktoonsNetwork.com and other MTVN partner sites

Mini-sites will be retooled to house games, mobile and video content on the site's main hub pages. Each property will then interconnect with and link back to the hubs, strengthening their position in our digital world as "the place to be" for multi-platform content. Weekly video trailers will be embedded in the main page for each show.



# LEVELS OF SUPPORT



## A PROPERTIES – FOUR to SIX WEEKS LEAD TIME

*Kappa Mikey, Skyland, The Secret Show, Edgar & Ellen, Speed Racer, NNAF*

- Promo in the player
- Link-thru to mini-site
- Original game development (as appropriate)
- Sweepstakes or convergent component (as appropriate)
- Banner ad on NicktoonsNetwork.com, cross-site
- Broadband/TurboNick strategy?
- Same strategy regardless of whether it's a show launch (site build) or a season launch (site revamp)

## B PROPERTIES – THREE WEEKS LEAD TIME

*Ricky Sprocket, TWF redesign*

- Promo in the player
- Link-thru to one-page site
- Banner ad on NicktoonsNetwork.com, cross-site
- Broadband/TurboNick strategy?

## STUNTS AND SPECIALS - TWO WEEKS LEAD TIME

*Ain't Patrick's Day, Prankemonium, Scare-A-Thon, Four Legged Turkey, Three Headed Holidays, Nicktoons Network Fifth Anniversary, Edgar & Ellen specials, Thugaboo specials*

- Promo in the player
- Link-thru to programming info on the Specials page or one-page site, as appropriate

## BRANDING CAMPAIGNS

*The Biggest Summer of the Year, Three Headed Monster, Not Just Cartoons Nicktoons, etc.*

- Promo in the player
- Mini-site / game for branding purposes, as appropriate

## NICKELODEON EVENT SUPPORT

*Spongebob Friend or Foe, Spongebob Atlantis, Tak launch, Avatar tentpole, Let's Just Play, KCAs*  
TBD





# DRIVING TRAFFIC



**Fact:** If we're going to sell ads on the site, we'll have to increase site traffic - considerably. Currently, traffic on NicktoonsNetwork.com is between 40,000 and 50,000 unique users per week. In order to successfully fulfill our ad sales obligations, we need to increase that to at least **250,000 unique users** per week.

## ON-AIR PROMOTION AND CONVERGENT EVENTS

We currently do not push to the web site from our air unless there's a special event, like a sweepstakes or the NNAF Call for Entries. Once we start pushing to the site consistently from on-air, that will make a big difference in traffic numbers (this is planned for 8/31 and beyond). However, because we will have video units in the home-page broadband player, all on-air site promotion will have to come out of paid advertising inventory.

## HOME PAGE IMPROVEMENTS

Improved tout areas will make new content more obvious/exciting, and will draw users in with "splashier" functionality or Flash instead of JPG images. The ability to link directly to site pages from the broadband player will allow us to associate call-to-action messaging with promo clips.

## CONTENT ("THE FRESH FACTOR")

If nothing on a site ever changes, there's no reason to go back more than once or twice, right? Rotating graphical promos and broadband content on a daily or weekly schedule makes the home page seem fresh and interesting. While to some extent this can be a "smoke and mirrors" exercise, it does also depend on creating a certain amount of promotion-worthy new content (i.e. games, mobile content, sweepstakes, new video content, etc.) Developing a content-rich site also helps increase stickiness, or the amount of time kids spend on the site once they get there. More stickiness = more page views.

(continued)



# DRIVING TRAFFIC



## SEO

Improved Search Engine Optimization practices have resulted in huge traffic increases for MTV, Vh1, Comedy Central, Logo and CMT.

## RMS

Rich Media Search (RSS feeds of audio/image/video content sent to strategic search partners) resulted in more than 1 million referrals to MTVN sites in March 2006. Need to investigate associated costs.

## NICK.COM

How can we leverage our relationship with Nick.com to drive more traffic to the site?

- Video promos in TurboNick
- More cross-site banner trades
- Opt-in on Nick.com email blasts

## COMMUNITY

Message boards create a sense of community and a reason for users to return to the site. Need to investigate resource impact for maintenance. Presumably legal/standards issues are manageable, as Nick.com has active boards.





# ADVERTISING



Ad units will be available on the site starting **August 31, 2007**.

Units will include:

- 728x90 units on all pages
- 300x250 units on all hub pages
- Video units in broadband player (only viewable after 2 minutes of channel-relevant content has played)
- Clickable leave-behind unit (size TBD) that will appear on the player or as part of the player itself

CPM for banner ads is currently about **\$8**.

CPM for video ads is currently about **\$35**.



# SITE REGISTRATION



In order to launch any sort of **mash-up tool** or **user-generated content** initiative, we will need to build a site registration/login function. This opens us up to other possibilities down the road:

- “My TurboNick” functionality (saved playlists, etc. for broadband player)
- Nicktropolis presence
- Nick Points or other rewards system
- Personalized sound palettes or site configuration
- Personalized content delivery
- “MyNick” panel
- Nickpages
- NickMail Maker
- Message boards
- Email blasts / newsletters
- Reciprocal newsletter opt-in with Nick.com

From the technical standpoint, it will be relatively easy to create a merged Nicktoons-Nickelodeon user database, and considerably more difficult to create a Nicktoons-only database. This actually works to our advantage - for example, any email blasts we send could potentially reach the enormous pre-existing list of registered Nick.com users.





# OTHER TECH PROJECTS



Other projects we'll be able to implement in 2007 as a result of our access to Nick.com resources include:

- **SEND TO A FRIEND:** Access to Nick.com developers means we can easily implement "Send to a Friend" functionality on any site page, game, etc.
- **POLLS:** Simple daily or weekly polls are popular with kids and can be both a constantly refreshable piece of content and another interactive element to engage kids on the site.



# PARTNER OPPORTUNITIES



## iFilm

- Has an "Animation and Cartoons" channel with nearly 700 pieces of content
- Has prominently featured network hub pages for MTV, Comedy Central, MTV2 and Logo. Each hub page is sub-divided by show.

## Atom Films

- Has an animation channel with 365 pieces of content
- Comedy Central has a channel on AtomFilms.com

## Amp'd Mobile

- MTV, mtvU, Vh1, Comedy Central, Spike, Logo, Nickelodeon and The N have channels on Amp'd TV

## Kajeet

- Offers downloadable ringtones and wallpapers from Nickelodeon shows like The Rugrats, The Fairly OddParents, SpongeBob SquarePants and The Adventures of Jimmy Neutron

## V Cast

- MTV, Nickelodeon and Comedy Central have channels on V Cast Mobile TV

## Neopets

## AddictingGames.com





# NOCTURNAL “E-MISSION”



If Nicktoons Network ventures into Adult Block territory, the online world for the block will be totally separate from the NicktoonsNetwork.com kids world. This, paired with the nature of the content, will allow us to really play up the “adult factor” and develop strong online viral campaigns around humorous video content, games, mobile content, etc.

The online world will also provide a 24-hour platform for promotion of the block (since clearly we won’t be able to do so during the “kiddie hours” on air!) In fact - this may be a great test case for seeing how viral pass-around online can help spread the word about new programming on the “big” screen for us.

The Adult Block site will be focused on show-based viral video and multi-platform content (instead of “boring TV info”) and will include:

- Broadband platform that’s updated with new amusements and absurdities weekly
- Adult oriented short-form content and “made-for-broadband” animated series
- Page for each show featuring basic show info, games, mobile content, etc.
- Mash-up tool (hilarity ensues!)
- Message boards
- Site monetized with banners and video ads



# KEY DATES



## FRIDAY, MAY 25

*Launch of The Biggest Summer of the Year and 30 Second Shorts*

- “Launch” of broadband platform - new update plan to coordinate with 30 Second Shorts, on air promos rotating in player
- First original game (Kappa Mikey skateboarding game) will launch earlier that week

## FRIDAY, AUGUST 31

*NNAF Finale Show*

- Launch of full broadband player / library
- RMS launch with broadband player
- First mobile initiative - 31-day “Rock or Rot” mobile vote category and sweepstakes for NNAF
- Launch of full mobile platform with ringtones, wallpapers, mobile games, text alerts, video
- Expanded games hub with library of partner content
- Search added to all site pages
- SEO initiative completed
- Banner ads and video ads available on the site

## OCTOBER/NOVEMBER TBD

*Election Day view-and-vote stunt*

- Site registration
- Mash-up Tool





# 2008 PROJECTS



- Nicktropolis (need site registration first)
- Nick Points
- Original online series for the broadband platform
- Intelligent push into PSP and podcast video
- Three Delivery
- Speed Racer (possible December '07 launch dependant on air date)

