

Nick Gaming Widget Interactive TV Programming

“Ensequence has been a key interactive partner to MTV Networks for several years. We are excited about the exceptional results, which indicate deeper engagement between Verizon FiOS subscribers and Nickelodeon’s content.”

- Peter Dolchin, Vice President, Strategy & Business Development at MTV Networks



RESULTS:

- More than **2.6 MILLION APPLICATION LAUNCHES** within the first month live on the Verizon FiOS TV Platform. (Base of 3.2 million Verizon subscribers)
- More than two-thirds of launches of the Nick Gaming Widget are **REPEAT** visits.
- By the end of the first month, nearly half of all viewers who launched the widget played the games **MULTIPLE TIMES**.

OBJECTIVES:

Nickelodeon sought innovative ways to increase engagement with their channels with a series of four SpongeBob SquarePants games that are complementary to the TV experience and easy for Nickelodeon and Nicktoons viewers of all ages to play.

EXPERIENCE:

The games include a character building game, an image shuffle puzzle, a match game and Tic-Tac-Toe. The experience also contains an area for promotional content.

DETAILS:

- The **Character Building Game** allows viewers to assemble new and unique characters using features of other characters.
- The **Image Shuffle Puzzle Game** asks viewers to rearrange the sequence of shuffled image columns or ‘slices’ until the proper sequence is obtained. This game also features a higher level of difficulty with more columns to rearrange.
- The **Match Game** challenges viewers to find visual duplicates or matches among several image tiles. Upon selecting the second tile, viewers receive confirmation of success or are prompted to try again.
- The **Tic-Tac-Toe Game** can be played against the TV or in two-player pass-the-remote mode.