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## [Nickelodeon/MTV Moving On-line](#)

### *5,000 games and counting*

More players are developing their presence in the on-line and casual games markets. And more and more companies that hold original media-based intellectual property, like television networks and animation companies, are trying to use the licenses they hold as a base for success in the world of videogames. Success geared towards [making money](#). Nickelodeon and the [MTV](#) Network Kids and Family Group are the latest to announce plans for expansion. Although their many sites already host more than 5,000 games, their company thinks the figure should be increased and the games themselves diversified as it tries to reach new players. The main focus will be to add more multiplayer games and to create gaming communities, united by their gaming interests. The on-line worlds that Nickelodeon/MTV are currently operating, Nicktropolis and Neopets, will continue to receive support. The most popular of them is Neopets, where visitors can create an account and take care of up to four virtual pets, buying them food, toys, clothes and other accessories while using a virtual currency called Neopoints, that can be earned through playing games on the main site, investing in the stock market, trading with other players, winning contests and making your own shop. In addition to them, three other MMO projects are currently in the works. Details are not known and release dates have not been announced, but it makes sense to think that the group will develop an even stronger virtual presence while continuing to generate revenue from advertising and from game subscriptions. Cyma Zarghami, who is Nickelodeon/MTV Kids and Family Group president, declared: "Our portfolio of digital brands is delivering fun and innovative gaming experiences for all of our audiences. Because our gaming sites complement and serve the same breadth of audiences as each of our linear channels, we are now offering game experiences that range from educational content, virtual worlds to casual games that are both property driven and totally original."