**Nick Takes Plunge Into E-Sports With NickX**

Nickelodeon will dive into e-sports programming online and through free mobile apps with the launch of an interactive tournament platform. Revenues for NickX will come from premium and in-app subscriptions as well as ads, partner Emerge Gaming said.

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[***https://www.mediapost.com/publications/article/336924/nickelodeon-makes-esports-programming-move.html***](https://www.mediapost.com/publications/article/336924/nickelodeon-makes-esports-programming-move.html)