



May 25, 2017

Viacom and Altice USA Announce Advanced Advertising and Content Distribution Partnership

NEW YORK--(BUSINESS WIRE)-- Viacom Inc. (NASDAQ:VIAB)(NASDAQ:VIA) and Altice USA today announce a multi-year partnership that includes advanced advertising and content distribution agreements.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20170525005929/en/>

Viacom and Altice USA will create an unprecedented, industry-leading partnership that combines Altice USA's unique audience data, multi-screen advertising platforms, measurement and analytics capabilities with Viacom's advanced advertising offerings to deliver local and national advertising across multiple screens, including TV, mobile, tablet and desktop.

The content distribution arrangement includes an early carriage renewal of Viacom's premier networks in the Optimum system and the return of a number of Viacom networks in Suddenlink systems, as well as additional rights for the distribution of multi-platform, digital and next-generation Viacom content including select virtual reality and 4K for Altice USA's current and future customer offerings. Viacom's networks include Nickelodeon, Comedy Central, MTV, BET, Nick Jr., VH1, Spike (which will be rebranded as the Paramount Network in 2018), TV Land, and CMT, among others.

Tom Gorke, Executive Vice President, Content Distribution at Viacom, said, "We are delighted to extend and strengthen our successful relationship with Altice USA, ensuring that loyal fans across the country will have access to Viacom's must-see content. These agreements demonstrate our commitment to collaborating on next-generation solutions that provide a better experience for viewers and exciting new business opportunities for our partners. Altice USA has a strong growth strategy, fueled by the delivery of outstanding content on an outstanding network, and we are proud to play a role in their next chapter."

Michael Schreiber, Chief Content Officer, Altice USA said, "We are pleased to establish a new partnership between Altice USA and Viacom. Our joint efforts to find flexible and creative solutions will benefit Altice USA's customers as we look to provide the best video experience in our markets, build on our innovative data-driven advertising capabilities, and provide our customers with access to Viacom's marquee programming."

Terms of the deals were not disclosed.

About Viacom

Viacom is home to premier global media brands that create compelling television programs, motion pictures, short-form content, apps, games, consumer products, social media experiences, and other entertainment content for audiences in more than 180 countries. Viacom's media networks, including Nickelodeon, Comedy Central, MTV, Spike, BET, Nick Jr., VH1, CMT, TV Land, Nick at Nite, Logo, Nicktoons, TeenNick, Channel 5 (UK), Telefe (Argentina) and Paramount Channel, reach over 3.9 billion cumulative television subscribers worldwide. Paramount Pictures is a major global producer and distributor of filmed entertainment.

For more information about Viacom and its businesses, visit www.viacom.com. Keep up with Viacom news by following Viacom's blog at blog.viacom.com and Twitter feed at www.twitter.com/viacom.

About Altice USA

Altice USA, the U.S. business of Altice N.V. (Euronext:ATC, ATCB), is one of the largest broadband communications and video services providers in the United States, delivering broadband, pay television, telephony services, Wi-Fi hotspot access, proprietary content and advertising services to approximately 4.9 million residential and business customers across 21 states through its Optimum, Lightpath and Suddenlink brands. To learn more, visit alticeusa.com.

View source version on [businesswire.com](http://www.businesswire.com/news/home/20170525005929/en/): <http://www.businesswire.com/news/home/20170525005929/en/>

Media

Viacom

Jeremy Zweig, 212 846-7503

jeremy@viacom.com

or

Altice USA

Lisa Anselmo, 516-803-2362

lisa.anselmo@alticeusa.com

Source: Viacom Inc.

News Provided by Acquire Media