

Viacom Continues to Expand Commitment to Data Strategy with Latest Highly Regarded Hire, Julian Zilberbrand

Zilberbrand Named Executive Vice President of Audience Science at Viacom

NEW YORK--(BUSINESS WIRE)-- Viacom (NASDAQ: VIAB, VIA) today announced Julian Zilberbrand as Executive Vice President of Audience Science. He will oversee three key areas in the data strategy division: Audience Onboarding and Segmentation; Advanced Analytics; and, Digital Media Executions. Zilberbrand begins October 19 and will report to Kern Schireson, Executive Vice President of Data Strategy and Consumer Intelligence.

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

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Julian Zilberbrand joins Viacom as Executive Vice President of Audience Science, part of the Data Strategy division (Photo: Business Wire)

Viacom's leadership in developing game-changing proprietary data solutions includes products such as the predictive engine Viacom Vantage and Echo Social Graph, which measures effectiveness of ad partners' custom social media campaigns.

"Viacom's dedication to remaining the leader in data science and strategy is evident in the speed at which we are developing new tools and solutions at this pivotal time in the industry," said Schireson. "Julian is part of a growing list of world-class data talent to join us for the huge opportunities during this transformational time in media, and he offers his team a very special perspective informed by his visibility into the broad industry landscape."

Zilberbrand's Audience Science group encompasses data and audience development functions, specifically:

- *Audience Onboarding & Segmentation* (Data Sourcing, Partnerships & Architecture) - Responsible for building the infrastructure architecture that allows Viacom to successfully ingest disparate data sets across linear, digital and off-line behavior and marry the data to actionable 360 executions and effectiveness measurements.
- *Advanced Analytics* - Works closely with the Audience Onboarding and Segmentation teams to draw insights and actionable models and methods
- *Digital Media Executions* - Harnesses our 1st party and outside data sources and leverages them to target and message across all forms of digital - display, video, social and cross-device.

"From the outside, I have been watching for years as Viacom led the industry in taking the necessary steps to stay ahead of changing consumer media consumption," said Zilberbrand. "I was drawn to the opportunity at Viacom because there are few companies who are as poised to move forward so quickly and pioneer new paths in data. It reflects the company's unified focus at every level in the company."

Zilberbrand joins Viacom from ZenithOptimedia, where he served as Executive Vice President of Activation Standards, Insights and Technology where he managed the activations standards, digital operations, analytics, technology and strategic partnerships groups. Prior to his work at ZenithOptimedia, he was Senior Vice President and Global Digital Director of Strategic Partnerships and Technology Solutions at Starcom Mediavest Group. Previously, he held product development and operational roles at Eyeblaster and Doubleclick.

About Viacom

Viacom is home to premier global media brands that create compelling television programs, motion pictures, short-form video, apps, games, consumer products, social media and other entertainment content for audiences in 180 countries. Viacom's media networks, including Nickelodeon, Comedy Central, MTV, VH1, Spike, BET, CMT, TV Land, Nick at Nite, Nick Jr., Channel 5 (UK), Logo, Nicktoons, TeenNick and Paramount Channel, reach a cumulative 3.4 billion 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.

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