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Viacom Appoints Kelly Day to Lead Viacom Digital Studios

Launch of New Unit Will Expand Digital-Native Content Capabilities across Viacom and its Brands

NEW YORK--(BUSINESS WIRE)-- Viacom Inc. (NASDAQ: VIAB, VIA) today announced the appointment of Kelly Day as President of Viacom Digital Studios, a new unit focused on creating and expanding digital content across Viacom and its portfolio of global entertainment brands. Day will report to Viacom President and CEO Bob Bakish, effective November 20.

This press release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20171101006168/en/>



Kelly Day, President of Viacom Digital Studios

As head of Viacom Digital Studios, Day will execute Viacom's digital content strategy, leading creative and editorial production for Viacom's branded social channels. In her role, Day will work closely with each of Viacom's brands to facilitate a collaborative, coordinated approach to digital, building upon current programming as well as developing new, original content and branded entertainment in a variety of formats to further develop Viacom's audiences and drive engagement and innovation across platforms.

"Kelly has an impressive track record of building successful digital businesses, and I am so pleased to have her on board to accelerate our push into digital-native content," said Bakish. "She and our new Viacom Digital Studios group will ensure that we are delivering more, better aligned and digital-first experiences, helping us to further grow the reach of our brands with

our diverse audiences and introducing more opportunities for our advertising and distribution partners."

Day joins Viacom from AwesomenessTV, where she served as the multiplatform media company's first-ever Chief Digital Officer before being named Chief Business Officer. Previously, she was CEO of Blip Networks, a leading online video platform, later acquired by Maker Studios, and served in a variety of leadership positions at Discovery Communications, including, most recently, Executive Vice President and General Manager of Digital Media and Commerce. Prior to joining Discovery, she held positions at organizations including The Knot Inc. and America Online, among others.

Day holds a BA in French from Pennsylvania State University.

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, VH1, Spike, BET, CMT, TV Land, Nick at Nite, Nick Jr., 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.

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