

Viacom Velocity Forms Exclusive Partnership with What's Up Moms for Original Branded Content Videos, Tapping into Both Companies' Robust Millennial Mom Audiences

YouTube's #1 Parenting and Brand Network Secures Linear Distribution for the First Time as Videos Run Across Viacom's TV Land and Nick at Nite Channels

NEW YORK--(BUSINESS WIRE)-- [Viacom Velocity](#), Viacom's (NASDAQ: VIAB, VIA) integrated marketing and creative content team, and What's Up Moms, the #1 parenting brand and network on YouTube, have formed an exclusive partnership to create original branded content videos. The alliance connects to both Viacom's and What's Up Moms' highly engaged millennial mom audiences. The first video launches today on Viacom's TV Land and Nick at Nite, marking the first time What's Up Moms will have linear distribution to augment its robust digital following.

The first What's Up Moms/Viacom video features holiday "hacks," including creative ways to incorporate Hershey's chocolate. A 30-second version will air on TV Land through December and includes a call-to-action to watch the full two minute video at www.tvland.com/whatsupmoms. The full length holiday hacks video will live exclusively on www.tvland.com/whatsupmoms from December 7-9, after which it will also be seen on Whatsupmoms.com.

"Our millennial mom audience has known Viacom's brands deeply for years throughout many of their life stages, so we have a unique advantage in speaking to them authentically," said Niels Schuurmans, EVP, Viacom Velocity Creative. "These moms are busy, they love social media, and they love getting ideas that streamline their lives. Tapping the right social media influencer was an opportunity to connect and pop with this audience. What's Up Moms stands out from the pack with their terrifically produced, highly entertaining content, and a large following that meshes well with TV Land's and Nick at Nite's fans."

The partnership includes at least two more original videos to air in the new year across various Viacom networks with yet-to-be-announced marketing partners. Viacom is the first and only media company What's Up Moms has partnered with.

"We are thrilled to partner with such an innovative company as Viacom and for the first time expand our platform beyond digital," said Elle Walker and Meg Resnikoff, co-founders of What's Up Moms. "Our families have grown up watching their networks and this was a natural fit for us to collaborate on creating meaningful content that both our audiences of like-minded moms could share and engage with across multiple platforms."

While the video is a creative collaboration, What's Up Moms drives the process to ensure it remains in their voice while staying on-brand for the Viacom network that will air the video.

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 more than 165 countries and territories. Viacom's media networks, including Nickelodeon, CMT, Nick Jr., TeenNick, Nicktoons, TV Land, Nick at Nite, MTV, VH1, Comedy Central, SPIKE, Logo, BET, CENTRIC, Channel 5 (UK), Tr3s, Paramount Channel and VIVA, reach a cumulative 3.2 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.

ABOUT WHAT'S UP MOMS

With 800K+ subscribers and over 19 million views per month, What's Up Moms (WUM) is the #1 parenting brand and network on YouTube, producing highly relatable how-to and short form comedic videos geared towards parents. WUM is known for creating premium quality branded content and partnerships with name brands such as Kohler, Fruit of the Loom, Disney, Motts, Glad and Tide for distribution across top-tier portals, social media and a growing network of mom influencers. Current programming includes parenting tips, family cooking, kids' activities, DIY and comedic shorts. For more information, visit: www.whatsupmoms.com.

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