

# Viacom Introduces "Surround Sound" Cross-Platform Audience Targeting for Advertisers

## New Initiative Utilizes Adobe® AudienceManager to Enable Advertisers to Reach Viacom's Audiences with Pinpoint Accuracy at Scale

### "Surround Sound" Available Via On-Air, Online and Mobile Across Viacom Media Networks Including MTV, VH1, CMT, Logo, Nickelodeon, COMEDY CENTRAL, TV Land and Spike TV

NEW YORK and SALT LAKE CITY, March 21, 2012 /PRNewswire-FirstCall/ -- Viacom Inc. (NASDAQ: VIA, VIAB) today announced the launch of "Surround Sound," a new sales capability enabling advertisers to reach specific audiences with pinpoint accuracy on every digital platform of the company's media networks, including MTV, Nickelodeon and COMEDY CENTRAL and more. Available today, Viacom's "Surround Sound" offers advertisers highly targeted, scaled media buys across nearly 100 million homes on-air, and more than 80 million unique visitors online\*, as well as mobile and email users the company reaches nationwide.

(Logo: <http://photos.prnewswire.com/prnh/20110811/NY51392LOGO> )

Viacom unveiled the capability, which utilizes Adobe® AudienceManager, today at the Adobe Digital Marketing Summit in Salt Lake City, UT.

"Our brands excel at delivering highly targeted demos for advertisers, but 'Surround Sound' takes that ability a big step further, by empowering us to connect clients with specific audiences wherever they are across our digital portfolio," said Jeff Lucas, Head of Sales, Music and Entertainment for Viacom Media Networks.

"With 'Surround Sound,' we're offering advertisers the sustainable, scalable ability to reach very specific consumers across every screen we program, from television to online video, premium display, mobile and even email advertising inventory," said Jim Perry, Head of Sales, Nickelodeon Group for Viacom Media Networks.

"With Adobe AudienceManager, Viacom is getting a single view of all of its data assets, helping the company unlock the value of that data with an unprecedented cross-platform advertising solution," said Chris Robison, senior director, advertising solutions, Digital Marketing Business, Adobe. "Viacom can now deliver extremely relevant audience segments to its advertisers across its media networks. Time, geography and content constraints become far less relevant and the audience itself becomes the focus in a way never before possible."

Offered by Viacom Media Networks client-centric, cross-platform sales force, "Surround Sound" utilizes Adobe® AudienceManager (formerly Demdex), a best-in-breed data management platform, to help identify and reach key audience segments. "Surround Sound" leverages highly proprietary, anonymous first-party data from Viacom as well as anonymous data from trusted industry partners and providers around demographics, behavior, geography, and purchase propensities. The collection and use of anonymous data is done in compliance with Viacom's privacy policies.

*\*According to comScore Media Metrix, December quarter of 2011*

## About Viacom

Viacom is home to the world's premier entertainment brands that connect with audiences through compelling content across television, motion picture, online and mobile platforms in more than 160 countries and territories. With over 2,500 interactive media properties reaching a global audience of nearly 700 million, Viacom's leading brands include MTV, VH1, CMT, Logo, BET, CENTRIC, Nickelodeon, Nick Jr., TeenNick, Nicktoons, Nick at Nite, COMEDY CENTRAL, TV Land, Spike TV and Tr3s. Paramount Pictures, America's oldest film studio and creator of many of the most beloved motion pictures, continues today as a major global producer and distributor of filmed entertainment. Viacom operates a large portfolio of branded digital media experiences, including many of the world's most popular properties for entertainment, community and casual online gaming.

For more information about Viacom and its businesses, visit [www.viacom.com](http://www.viacom.com).

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