

BET Networks Launches Brand App BET NOW for Apple Watch

BET NOW Available to Apple Watch Owners on Day One

NEW YORK--(BUSINESS WIRE)-- BET Networks announced during its 2015 Upfront presentation the addition of its brand app, BET NOW for Apple Watch, Apple's most personal device yet. With this launch, BET Digital continues to deliver an unparalleled content experience that lives everywhere and goes anywhere. The BET app on Apple Watch is a companion to the BET NOW Shows App for iPhone. Apple Watch users will be able to scroll through content and add videos to their personalized My BET playlist for later viewing, see what's on BET right now with a Glance, get Notifications of new episodes and breaking news, and control video, all with the convenience afforded by their Apple Watch.



"BET's integrated apps for Apple devices put our brand, our shows, our talent, and our content on all the latest social discovery platforms for consumption and awareness by the most engaged consumers," said Kay Madati, EVP and Chief Digital Officer, BET Networks. "Innovation is in our DNA - from industry leading mobile apps to socially integrated content experiences, video and live streaming on-the-go. There is nobody more connected to how our audience lives, breathes and consumes content than BET Networks."

BET Digital is at the forefront of building out the best multi-platform product and content experiences for the most digitally and socially savvy users in the world. BET NOW continues to innovate and connect with our trend-setting audience by providing access to a library of full episodes of some of their

BET NETWORKS LAUNCHES BRAND APP BET NOW FOR APPLE WATCH (Photo: Business Wire)

favorite current shows including The Game, Being Mary Jane, Real Husbands of Hollywood and Keyshia Cole: All In, as well as hit classics and webseries. Users can access this content via TV Everywhere authentication - a process whereby users verify their subscription through their TV provider. It is now available to 55 million households across our distributors, including some of the largest, such as AT&T U-verse, Cablevision, Cox, DirecTV, Mediacom, Time Warner Cable, and Verizon FiOS.

The BET NOW App for Apple Watch is available now on the [App Store](#) for Apple Watch or in the Apple Watch app on iPhone. For more information go to [BET.com/app](#). Join the conversation at #BETNOWapp.

About BET Networks

BET Networks, a subsidiary of Viacom Inc. (NASDAQ: VIA, VIAB), is the nation's leading provider of quality entertainment, music, news and public affairs television programming for the African-American audience. The primary BET channel reaches more than 90 million households and can be seen in the United States, Canada, the Caribbean, the United Kingdom and sub-Saharan Africa. BET is the dominant African-American consumer brand with a diverse group of business extensions: [BET.com](#), a leading Internet destination for Black entertainment, music, culture, and news; CENTRIC, the first network designed for Black women;; BET Digital Networks - BET Gospel and BET Hip Hop, attractive alternatives for cutting-edge entertainment tastes; BET Home Entertainment, a collection of BET-branded offerings for the home environment including DVDs and video-on-demand; BET Event Productions, a full-scale event management and production company with festivals and live events spanning the globe; BET Mobile, which provides ringtones, games and video content for wireless devices; and BET International, which operates BET in the United Kingdom and oversees the extension of BET network programming for global distribution.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20150424005038/en/>

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