



MTV's Ratings Dominance Continues with Six Consecutive Quarters of YoY Prime Growth

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Best streak in MTV history with P18-34

NEW YORK--(BUSINESS WIRE)--Feb. 5, 2019-- MTV continues its ratings dominance with six consecutive quarters of YoY prime growth marking its best streak in history with P18-34 and longest run in 19 years with P18-49.

Additional highlights include:

- Fastest growing network in prime among Top 40 Cable and Broadcast networks:
 - +17% for P18-34
 - +22% for P18-49
 - #1 cable net in Total Day for P18-34
- Top Unscripted Cable Series:
 - 5 of the top 10 for P18-34
 - "Jersey Shore Family Vacation"
 - "Teen Mom 2"
 - "Teen Mom OG"
 - "The Challenge"
 - "Ex on the Beach"
 - 3 of the top 10 for P18-49
 - "Jersey Shore Family Vacation"
 - "Teen Mom 2"
 - "Teen Mom OG"
 - Record high in streams:
 - Up +76% YoY (8B vs 4.5B)

About MTV:

MTV is the leading global youth media brand in 180 countries, reaching 450 million households in nearly 30 different languages across every platform. A unit of Viacom Inc. (NASDAQ: VIAB, VIA), MTV operations span cable and mobile networks, live events, theatrical films and MTV Studios, a unit that produces new and reimagined content for SVOD and linear platforms based on MTV's library of over 200+ youth titles and franchises.

Source: Nielsen, L3 data; CY18 1/1/18-12/30/18 unless noted; 6 qtrs growth F4Q17-F1Q19; competitive ranks based on 000s; growth based on cvg rtgs.

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Source: MTV

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