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Viacom Names Tom Gorke Executive Vice President, Content Distribution

Gorke Tapped to Strengthen Collaboration with Traditional and Digital Distribution Partners

NEW YORK--(BUSINESS WIRE)-- Viacom Inc. (NASDAQ: VIAB, VIA) today announced the promotion of Tom Gorke to Executive Vice President, Content Distribution. In this role, Gorke will oversee Viacom's Media Networks distribution strategy and partnerships with all domestic affiliates. Gorke replaces Denise Denson, who is leaving the company.

Bob Bakish said, "Viacom is deeply committed to strengthening relationships with our distributors, and finding exciting new paths to bring our industry-leading content to their viewers. Tom has a track record of creative, successful dealmaking, including several major first-of-their-kind digital distribution agreements that helped launch groundbreaking streaming platforms for new entrants as well as existing MVPDs. He is a thoughtful executive who will be fully empowered to design new and innovative strategies to work with our important distribution partners.

"We thank Denise Denson for her many years of service and her extraordinary dedication to Viacom, and wish her all the best."

Tom Gorke said, "Viacom's cable networks are the most-watched in the U.S., and have more subscribers around the world than any other family. I'm looking forward to expanding my work for these brands and appreciate Bob's confidence in me and my team. It's an exciting time - the industry environment is constantly changing and I believe there continues to be great opportunity for our brands and programming. We're looking forward to working closely with our distribution partners around the world to think flexibly and identify new ways to expand our businesses together."

Previously, Tom Gorke was Executive Vice President of Sales and Business Development for Content Distribution at Viacom Media Networks and BET Networks, leading sales and new business efforts for all linear and digital distribution partnerships across BET, CMT, Comedy Central, MTV, Nickelodeon, Logo, Spike TV, TV Land and VH1, as well as Viacom's joint venture EPIX. He additionally played a leading role in navigating Viacom's evolution to new platforms. Prior to that position, Gorke served as Senior Vice President of Content Distribution and Marketing for Viacom Media Networks, where he was responsible for all of Viacom Media Networks' digital content distribution deals including subscription video aggregators, electronic sell-through providers and other mobile and internet-based content distributors.

Before joining Viacom in 2005, Gorke served as Manager of Strategy and Investments for the CBS Internet Group where he helped lead the origination, analysis and management of a portfolio of investments in internet companies. He began his career as an investment banker at Alex. Brown as a financial analyst in the Consumer Group. Gorke received an M.B.A. and a B.S. in Economics from the Wharton School of the University of Pennsylvania.

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.

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