

MTV Ends 2010 With Biggest Ratings Gain in a Decade

2010 Up 16% On Four Consecutive Quarters of Growth

Fourth Quarter 2010 Delivers 24% Year-Over-Year Increase

#1 Online Music Destination MTV Music Group Spikes with 200% Year-Over-Year Growth and 57 Million Uniques

NEW YORK, Dec. 21, 2010 /PRNewswire via COMTEX/ --

MTV, a division of Viacom Inc. (NYSE: VIA and VIA.B), concluded 2010 with a 16% year-over-year ratings gain (P12-34), the network's largest annual increase since 1999, and with its fourth consecutive quarter of growth. For the final quarter of 2010, MTV's ratings grew 24% over the same period last year as the network posted gains across all key day parts.

The year-long ratings gains were fueled by MTV's diverse programming slate of hit reality series, new scripted comedy and live award telecasts. Excluding sports, MTV nabbed all 20 of the top 20 cable telecasts of the year among P12-34, topped by the "2010 Video Music Awards." Further, MTV secured eight of the top 20 original cable series of the year, including the top two spots with "Jersey Shore" (#1) and "Teen Mom" (#2). In addition, MTV's sibling network MTV2, which has the highest concentration of young males on TV, had its best year ever, up 4% over 2009.

MTV's dramatic growth extended to the online space. With more than 57 million unique visitors according to comScore Media Metrix numbers (November 2010), the MTV Music Group experienced 200% year-over-year growth, making it the #1 destination for music.

"In 2010 we've seen enormous ratings growth as a result of the process we began almost two years ago to reinvent MTV for a new generation," said MTV General Manager Stephen Friedman. "We continue to rally the organization around a new brand filter that is clearly gaining traction with the millennial audience as we see broad-based ratings gains across our programming lineup. We look forward to a strong 2011 when we'll further diversify our lineup with new scripted series 'Skins' and 'Teen Wolf' alongside returning hits like 'Jersey Shore' and 'Teen Mom 2.'"

ADDITIONAL KEY LINEAR HIGHLIGHTS FOR 2010 INCLUDE:

- "Jersey Shore," MTV's most-watched series ever, more than doubled (+119%) its season one average (5.7 vs 2.6)
- Season two of "Teen Mom" saw ratings increase 57% over season one's average (3.6 vs 2.3)
- The "2010 VMAS" delivered a 10.0 rating (P12-34) and 11.4 million total viewers, making it the #1 cable telecast of the year.
- MTV's original comedy series "The Hard Times of RJ Berger" culminated with season-high ratings of 1.3 (P12-34) and 1.3 million total viewers, up 20% from the season average

Source: Nielsen. Live+SD. 12/28/09-12/19/10 v. 12/29/08-12/20/09, or as dated. P12-34 unless noted. Series rank=TP trackage average, ranked on 000s, regularly scheduled, 3+ tcs, premieres only.

About MTV:

MTV is the world's premier youth entertainment brand. With a global reach of more than a half-billion households, MTV is the cultural home of the millennial generation, music fans and artists, and a pioneer in creating innovative programming for young people. MTV reflects and creates pop culture with its Emmy[®], Grammy[®] and Peabody[®] award-winning content built around compelling storytelling, music discovery and activism across TV, online and mobile. MTV's sibling networks MTV2 and mtvU each deliver unparalleled customized content for young males, music fans and college students, and its online hub MTV.com is the leading destination for music, news and pop culture. MTV is part of MTV Networks, a unit of Viacom (NYSE: VIA, VIA.B), one of the world's leading creators of programming and content across all media platforms. For more information, go to www.mtvpress.com.

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