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Viacom Networks to Launch on DIRECTV NOW

MTV, VH1, CMT, Logo, BET, Nickelodeon, Nick at Nite, Nick Jr., COMEDY CENTRAL, TV Land, SPIKE and VIVA To Be Included on the New Streaming Platform

NEW YORK--(BUSINESS WIRE)-- Viacom Inc. (NASDAQ:VIAB, VIA) today announced that its portfolio of premier networks will launch on the new AT&T streaming service DIRECTV NOW. The service will debut in the fourth quarter of 2016. Nickelodeon, Comedy Central, MTV, VH1, Spike, BET, CMT, TV Land, Nick at Nite, Nick Jr., and Logo, will all be available to DIRECTV Now customers.

"Viacom's audiences are among the most sophisticated and enthusiastic consumers of programming on digital platforms, both at home and on the go," said Denise Denson, Executive Vice President, Global Content Distribution for Viacom. "We are committed to delivering the highest-quality content wherever and whenever our fans choose to enjoy it, and are excited to be launching a broad portfolio of our popular networks on DIRECTV Now."

"The diversity of content makes Viacom Networks' programming a great fit for our DIRECTV NOW streaming service," said Dan York, chief content officer for AT&T. "With DIRECTV NOW, we're focused on offering quality content with the freedom to watch it anywhere anytime. Viacom is a welcome addition."

DIRECTV NOW, launching in the fourth quarter of this year, will offer customers access to more than 100 channels, including live and on-demand programming from top networks, as well as premium add-on options. AT&T and DIRECTV customers will be able to access and stream the service over a wired or wireless Internet connection using a variety of connected devices without requiring additional hardware, satellites, long-term contracts or credit checks.

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 180 countries. Viacom's media networks, including Nickelodeon, Comedy Central, MTV, VH1, Spike, BET, CMT, TV Land, Nick at Nite, Nick Jr., Channel 5 (UK), Logo, Nicktoons, TeenNick and Paramount Channel, reach over 3.8 billion cumulative television subscribers worldwide. Paramount Pictures is a major global producer and distributor of filmed entertainment.

For more information about Viacom and its businesses, visit www.viacom.com. Keep up with Viacom news by following Viacom's blog at blog.viacom.com and Twitter feed at www.twitter.com/viacom.

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