



March 8, 2016

Furthering Its Data-Driven Marketing Solutions Lead in the Industry, Viacom Releases Two New Vantage Products - Vantage Target Discovery and Vantage Instant Audience

Game-changing Offerings - One Highly Tailored, One Turnkey - Integrate Proprietary Data

The Two New Vantage Products Join the Recently Launched Echo Social Graph 2.0, Viewprint, and Velocity Content Network for a Total of Five New Industry-Leading Innovations this Upfront Season

NEW YORK--(BUSINESS WIRE)-- Viacom (NASDAQ: VIAB, VIA) today announced Vantage Target Discovery and Vantage Instant Audience. The two new boosts to Viacom Vantage, the proprietary data-driven predictive and targeting engine, further distinguish the company's leadership in the data-driven marketing solutions arena.

Vantage Target Discovery uses sophisticated data-mining techniques to help marketers identify "persuadables," the consumers who are not currently using a particular brand but have the propensity to be receptive to the advertiser's messaging. By starting with an ideal set of goals and working backwards, Target Discovery enables marketers to take a fresh look at their potential universe of consumers.

Vantage Instant Audience makes the power of Vantage accessible to a broader array of clients by simplifying the data-driven targeting process. This turnkey product delivers audiences based on unique insights about Viacom's fans and allows for more flexible campaigns.

With the addition of Vantage Instant Audience (VIA) and Target Discovery, Viacom Marketing & Partner Solutions (formerly "Ad Sales") brings to the Upfront season a total of five of the most advanced data-driven products in the industry. All five offerings can stand alone, but also have a strategic connection to each other as exemplified by the Velocity Content Network (VCN), a virtual network of custom creative branded content programs informed by data that will be distributed across social platforms. VCN weaves in two of the other recently announced ad products: Viewprint, which enhances the level of visibility into consumer segments and helps focus creative aspects of a campaign; and, Echo Social Graph 2.0, which measures a campaign's effectiveness.

"As our five new offerings demonstrate, our world class marketing, creative and data teams work together to identify where the needs are and develop the data-driven marketing solutions that keep Viacom ahead of the industry," said Jeff Lucas, Head of Marketing & Partner Solutions, Viacom. "Brands never stop wanting to connect with our fans in authentic ways, and no one can deliver the quality and scale of those connections like we can."

These product debuts come on the heels of the partnership Viacom recently forged with Snapchat, which appointed Viacom as an ad sales partner and expanded the company's Discover channels with MTV and Comedy Central International joining the existing MTV International and Comedy Central channels.

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 3.5 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.

View source version on [businesswire.com](http://www.businesswire.com): <http://www.businesswire.com/news/home/20160308006323/en/>

Press:

Viacom:

Lenore Moritz, 212-846-4950

Lenore.moritz@viacom.com

or

Chanel Cathey, 212-846-2876

Chanel.Cathey@viacom.com

Source: Viacom

News Provided by Acquire Media