

Viacom Names Tom Gorke to Newly Created Position of Executive Vice President, Sales and Business Development, Content Distribution, Viacom Media Networks

NEW YORK--(BUSINESS WIRE)-- Viacom Inc. (NASDAQ: VIAB, VIA) today named Tom Gorke to the newly created position of Executive Vice President, Sales and Business Development for Viacom Media Networks and BET Networks. In his role, Gorke will lead 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. Gorke will continue to report to Denise Denson, Executive Vice President of Content Distribution.



"As the distribution landscape evolves at warp speed, Tom has demonstrated tremendous foresight and embraced change and disruption as an opportunity to create new value for the company and our partners," said Denson. "Tom's forward-thinking and innovative lens on deal-making will further bridge the ever-blurring lines between the digital and linear universes, allow for more agile collaboration, and enable us to even better serve our partners."

During his tenure at Viacom, Gorke has spearheaded numerous innovative content distribution deals and played a leading role in navigating Viacom's evolution to new platforms. He was responsible for negotiating and launching Viacom's initial forays into online content distribution and has played an increasing role with linear distributors as well.

Most recently, 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 and select linear deals. Prior to that, Gorke was the Vice President of Digital Distribution and previously served as Director of Digital Operations and Distribution Development. Prior to joining Viacom in 2005, Gorke worked in the CBS Internet Group at CBS and, before that, as an investment banker. Gorke holds 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 video, apps, games, consumer products, social media and other entertainment content for audiences in more than 165 countries and territories. Viacom's media networks, including MTV, VH1, CMT, Logo, BET, CENTRIC, Nickelodeon, Nick Jr., TeenNick, Nicktoons, Nick at Nite, Comedy Central, TV Land, SPIKE, Channel 5 (UK), Tr3s, Paramount Channel and VIVA, reach a cumulative 3.2 billion television subscribers worldwide. Paramount

Tom Gorke, Executive Vice President, Sales and Business Development, Content Distribution, Viacom Media Networks and BET Networks (Photo: Business Wire)

Pictures, America's oldest film studio, 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.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20150209005862/en/>

Viacom Inc.
Carole Robinson, 212-846-8960
carole.robinson@viacom.com

Source: Viacom Inc.

News Provided by Acquire Media