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Viacom and American Express Form Exclusive Partnership and Launch a First-of-Its-Kind Data-Driven Ad Product, "Vantage Intent, powered by AmEx"

Newest Vantage Product Brings Predictive Purchase Intent to Television in an Unparalleled Way

NEW YORK--(BUSINESS WIRE)-- Viacom (NASDAQ: VIAB, VIA) and American Express today announced an exclusive targeted television advertising partnership that will combine American Express' powerful data capabilities with Viacom Vantage, the industry-leading predictive and targeting engine. The new product, *Vantage Intent, powered by AmEx*, will bring deep insights to marketers about consumer purchase intent while scaling across television, digital, and social. *Vantage Intent, powered by AmEx* is available for the 2016 Upfront.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20160517006038/en/>

"Amex's unique closed-loop analysis will give Vantage Intent, powered by AmEx the ability to do something unprecedented -- forecast commercial intent before it has formed and target the right moment in time to reach people," said Kern Schireson, EVP, Data Strategy and Consumer Intelligence. "With this partnership, Viacom again furthers its competitive lead as we bring advertisers access to powerful predictive insights that provide extraordinary impact at scale across all screens on Viacom's brands."

Vantage Intent, powered by AmEx is predicated on cutting-edge proprietary analysis and modeling from both companies. Using advanced analytical models, American Express will analyze the vast majority of the \$1 trillion in transactions on its closed-loop network, which have been aggregated and anonymized. The companies' data scientists will develop predictive insights about the buying preferences and patterns of a desired consumer population. American Express is sharing anonymized forecasts and models - not personal data - to ensure that card member privacy is protected.

From these insights, Viacom and American Express will create advanced audience segments for advertisers that optimize ad placements to target audiences across Viacom channels using its proprietary targeting engine that can anticipate consumer intent before it is made.

"For years, insights from American Express closed-loop data have been the foundation for personalizing internal and third-party marketing programs that connect our merchants with millions of Card Members around the world," said Manish Gupta, EVP, Global Information Management & Data Products, American Express. "Now, with Viacom, we are helping provide advertisers similar insights to reach segments *beyond* the American Express customer base. At a time when marketers are searching to target viewers beyond age and gender, our analytics will help them break through all the static to reach the right audience with the right message."

Vantage Intent, powered by AmEx was announced today at the industry's first-ever Datafront, organized and hosted by Viacom. The Datafront explores fundamental shifts in the media landscape and the impact an increasingly convergent ecosystem has on consumers and marketers.

Vantage Intent, powered by AmEx is the latest addition to Viacom's suite of industry-leading predictive and targeting products, and further distinguishes the leadership both Viacom and American Express have in the data-driven marketing arena.

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.

About American Express

American Express is a global services company, providing customers with access to products, insights and experiences that enrich lives and build business success. Learn more at americanexpress.com and connect with us on facebook.com/americanexpress, foursquare.com/americanexpress, linkedin.com/company/american-express, twitter.com/americanexpress, and youtube.com/americanexpress.

Key links to products, services and corporate responsibility information: [charge and credit cards](#), [business credit cards](#), [Plenti rewards program](#), [travel services](#), [gift cards](#), [prepaid cards](#), [merchant services](#), [corporate card](#), [business travel](#) and [corporate responsibility](#).

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