

## Viacom and Mass Relevance Partner to Launch EchoGraph, Exclusive Social Media Measurement Platform for Advertisers

NEW YORK--(BUSINESS WIRE)-- Viacom Inc. (NASDAQ: VIAB, VIA) and Mass Relevance today announced a partnership to launch EchoGraph, a social media measurement platform that will track and analyze social activity for advertisers. Throughout the 2014 Upfront season, Mass Relevance, which recently merged with Spredfast, will work exclusively with Viacom to measure earned media generated by Viacom client campaigns across Twitter, Facebook, Instagram, Tumblr, Vine, Google+ and YouTube in real time. With EchoGraph, Viacom will provide clients with comprehensive data and analysis regarding reach, social activity, types of engagement, hashtag popularity, influencers and more.

The EchoGraph social analytics platform will support Viacom Echo, a client-service offering through which [Viacom Velocity](#) creates custom content to deliver measured earned media for advertisers. Echo extends an advertiser's message beyond Viacom's owned and operated linear, digital and mobile screens and into the social ecosystem, including the company's Twitter Amplify and Tumblr partnerships.

"We've cracked the code on how to connect advertisers to the enormous social activity around our networks but, until now, the missing piece was comprehensive measurement," said Jeff Lucas, Head of Sales, Music and Entertainment, Viacom Media Networks. "Through EchoGraph, we can offer clients true accountability and tell the full story of how our custom campaigns carry their brand messages across the social sphere."

"We have a long history of working alongside this innovative company to help them push the boundaries of the TV and entertainment industry," said Jesse Redniss, Chief Strategy Officer, Mass Relevance. "Viacom has always taken a lean forward strategy to define the marketplace, not just move it. The EchoGraph project is a groundbreaking approach in identifying the core value of social TV for their brand partners."

Viacom and Mass Relevance have partnered previously to track and measure social integrations for programming and advertiser campaigns including MTV's *MTV Video Music Awards*, *MTV Movie Awards* and *Catfish: The TV Show*. Mass Relevance is the only certified partner for both Twitter and Facebook and the company has the ability to curate content streams from a broad range of social platforms.

### 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 160 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, Tr3s, Paramount Channel and VIVA, reach approximately 700 million households worldwide. Paramount 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](http://www.viacom.com). Keep up with Viacom news by following Viacom's blog at [blog.viacom.com](http://blog.viacom.com) and Twitter feed at [www.twitter.com/viacom](http://www.twitter.com/viacom).

### About Mass Relevance

Headquartered in Austin, Texas, Mass Relevance is a social acceleration platform that gives brands, media and agencies the power to transform their marketing strategies. The Mass Relevance platform sifts through millions of pieces of social content per minute to identify what matters to clients. Over 400 major brands, sports teams, publishers and broadcasters have partnered with Mass Relevance to create actionable, engaging and visually stunning experiences on every digital screen. In the past three years, Mass Relevance has delivered more than 35 billion pieces of social content to multiple digital surfaces for world-class brands such as Pepsi, Campbell's, GE, Target, Walgreens and Microsoft. Mass Relevance works with all four major broadcast networks and has supported a multitude of iconic events such as the Super Bowl, March Madness, the Academy Awards, and the GRAMMYS. Mass Relevance merged with Spredfast on April 2, 2014, to learn more visit <http://www.massrelevance.com/spredfast>

Viacom  
Mark Jafar, 212.846.8961  
[mark.jafar@viacom.com](mailto:mark.jafar@viacom.com)

or  
Mass Relevance  
Courtney White, 619.699.9897  
[courtney@massrelevance.com](mailto:courtney@massrelevance.com)

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