



VIACOM INTERNATIONAL
MEDIA NETWORKS



VIACOM INTERNATIONAL MEDIA NETWORKS SIGNS A MULTI-YEAR NICKELODEON CONTENT DEAL WITH LEECO

BALI, 28 APRIL 2016 - Viacom International Media Networks (VIMN) Asia, a division of Viacom Inc. (NASDAQ: VIA, VIAB), today announced a multi-year Nickelodeon content deal with **LeEco**, one of the biggest internet VOD platforms in China, giving exclusive broadcast rights for **Nickelodeon Kids Choice Awards** from the U.S. to subscribers on its SVOD platform, LeEco VIP in China. This will be the first time the U.S. show will air in China, starting from 2016. The licensing deal will also give LeEco **exclusive OTT rights for selected Mandarin-dubbed and subtitled Nickelodeon episodes** to its base of more than 10 million Chinese viewers who are accessing LeEco's multiple platforms on a daily basis via multiple screens.

"China remains a strategic market for Viacom and we are delighted we continue to expand our presence and enable Chinese viewers to access great entertainment content from Nickelodeon," said Mark Whitehead, Executive Vice President and Managing Director, Viacom International Media Networks Asia. "With the explosion of multiplatform distribution capabilities in China in recent years, today's announcement reinforces our place as a key media content provider in China."

"We are excited to be the first to bring the iconic Nickelodeon Kids' Choice Awards and welcome their well-established content into China through our platform. Nickelodeon's content has strong appeal and relevance with the Chinese audience and look forward to showcasing such international children's programming to our LeEco VIP subscribers," said Mr. Zhang Zhao, CEO of Le Vision Pictures, President of Eco Entertainment Business Group.

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About Viacom International Media Networks

Viacom International Media Networks (VIMN), a unit of Viacom Inc. (NASDAQ: VIAB, VIA), is comprised of many of the world's most popular multimedia entertainment brands, including MTV, MTV LIVE HD, Nickelodeon, Nick Jr., Comedy Central, Paramount Channel, and more. Viacom brands reach more than 3.4 billion cumulative subscribers in 180+ countries and territories via more than 200 locally programmed and operated TV channels and more than 550 digital media and mobile TV properties, in 40 languages. Keep up with VIMN news by visiting the VIMN PR Twitter feed at www.twitter.com/VIMN_PR. For more information about Viacom and its businesses, visit www.viacom.com, blog.viacom.com and the Viacom Twitter feed at www.twitter.com/Viacom.

About LeEco VIP membership

LeEco VIP membership refers to the paying customers of Letv platforms which including PC, mobile, and TV etc. Letv VIP, as the core business of Letv, brings most of the profit for Letv. Different from the VIP service of other video platforms, Letv VIP update its service to VIP 3.0, which combines Content, Experience and Service together in order to provide the sensation of 7-screens content, excellent visual-audio experiences and super return-value. Letv tries its best to fulfill all the requirements of its users by developing the Letv-eco system.

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