



VIACOM INTERNATIONAL
MEDIA NETWORKS



VIACOM INTERNATIONAL MEDIANETWORKS COLLABORATES WITH ABEMATV AND LAUNCHES NEW CHANNEL “MTV HITS” IN JAPAN

BALI, 28 APRIL 2016 – Viacom International Media Networks (VIMN) Asia, a division of Viacom Inc. (NASDAQ: VIA, VIAB), today announced it has collaborated with **AbemaTV, Inc.** to introduce **MTV HITS**, a curated international music channel on the Internet TV station in Japan. MTV HITS on AbemaTV offers music fans in Japan access to a curated 24/7 international music experience anytime, anywhere. The world’s biggest youth entertainment brand will curate the hottest international music videos including international hits playlists, artists’ specials showcasing recommended international artists’ music videos, to thematic-based music videos for the channel on AbemaTV – all curated by MTV in line with music interests and requirements of its young target audience.

Under a joint venture between CyberAgent and TV Asahi, AbemaTV officially launched a new advertising-supported OTT multi-channel linear platform in Japan. Within its first week of its launch, viewers of AbemaTV reached over ten million per day. MTV HITS became available with AbemaTV’s official launch, which has since been ranked amongst its top ten most watched channels and ranked ahead of the other music channels available on AbemaTV.

“We are thrilled to be able to reach out to additional music fans in Japan through this curated music experience by MTV, whereby fans can access top international music videos anytime, anywhere,” said Susumu Imata, Senior Vice President and General Manager, Viacom Networks Japan. “AbemaTV is passionate about our brand and our collaboration will help expand MTV’s existing presence in Japan.”

“This is a great collaboration between Viacom Networks Japan and AbemaTV. We are excited to have MTV HITS on AbemaTV as we are not only fans of MTV, but see MTV HITS as a valuable content addition to provide our young audience who is increasingly online and mobile. The popularity of MTV HITS at this initial launch phase demonstrates that the content is relevant for our audience,” said Susumu Fujita, President of CyberAgent, Inc.

The month of April will feature music videos by artists such as Taylor Swift, Justin Bieber, Ariana Grande, Maroon 5, Rihanna, The Weeknd and more.

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About AbemaTV

“AbemaTV” is a joint venture between CyberAgent and TV Asahi, creating an Internet TV station based on a new type of video broadcasting business model. “AbemaTV” is scheduled to officially launch on April 11, 2016. After the official launch on April 11, “AbemaTV” will offer original live programming, news, music, sports, and a variety of other programming across a range of genres. In all, over 20 different channels will be available to consumers free of charge. Content will be available for smartphones, PCs, tablets, and other devices, delivering a convenient TV-like viewing experience at any time, in any place.

Subscription fee: Free

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.

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