



## Viacom Expands Direct-to-Consumer Offering with International Launch of BET Play

Streaming app makes BET available on demand via smartphone and tablet to fans of black culture in 100 countries

**Available now for download on iOS and Android BET Play is the only place to live stream the 2016 BET Awards on 27 June**

**SINGAPORE, 23 JUNE 2016**– Viacom International Media Networks (VIMN) today announced the launch of **BET Play**, Viacom's first-ever direct-to-consumer, subscription video on demand (SVOD) application for the adult audience, giving fans in 100 countries direct mobile access to BET's signature award shows, current and classic television series, documentaries, standup comedy, entertainment news and legendary musical performances.

BET Play offers fans an opportunity to watch English-language BET content on their iOS and Android smartphones and tablets, as well as AirPlay-enabled television sets.

The launch of the BET Playstreaming app is timed to coincide with this year's star-studded **2016 BET Awards**, Red Carpet and after show featuring spectacular performances, must-see moments, outstanding talent, and exquisite music. This year's broadcast promises to be one of the best yet, with returning hosts Anthony Anderson and Tracee Ellis Ross, already-announced performances by Alicia Keys, Maxwell and more, and a moving tribute to legendary musician Prince featuring performances by Sheila E., The Roots, D'Angelo and Janelle Monáe.

"The launch of BET Play significantly expands the brand's geographic availability by making it available direct to consumer in many markets where it has not previously had an established presence on TV," said Michael D. Armstrong, Executive Vice President and General Manager, International Brand Development, Viacom International Media Networks.

With an innovative, intuitive design and a user-friendly, video-first interface, BET Play offers hundreds of current long form episodes from sixteen global franchises, including ***Being Mary Jane*** starring Gabrielle Union, ***Real Husbands of Hollywood*** starring Kevin Hart, ***Chasing Destiny*** starring Kelly Rowland, ***Zoe Ever After*** starring Brandy Norwood, and classic interviews from ***106 & PARK***, in addition to digital-first short-form original series such as ***#BLX***, quick clips, musical performances, and more. BET Play is also the only place to watch live streams of BET's tent-pole events and award shows, including the **BET Awards** (27 June at 8am Singapore time), **BET Hip Hop Awards** and the **Soul Train Awards**. The BET Play app also features a live linear feed of **BET Soul**, the premiere destination and leading music source for all soul music including: R&B, Neo Soul, Alternative Soul, Classic Soul, relative Hip Hop, and Caribbean music.

BET Play reaches an international audience where they live – smartphones, tablets, and other digital devices – and creates a tailored experience perfect for their each of these screens.

"For people around the world who love Black culture, BET Play will enable fans to access our content when and where they want it," said Debra Lee, Chairman and CEO of BET Networks.

BET Play is the latest addition to the Viacom Play Plex suite of mobile TV apps, which offer smartphone and tablet users around the world access to the best content from all of Viacom's international TV brands, anytime and anywhere.

First launched in the fourth quarter of 2015, the Viacom Play Plex apps are available to launch in every one of the 180 international territories in which Viacom owns and operates TV channels. There are separate mobile Play apps for each of Viacom's major international TV channel brands – Comedy Central, MTV, Nickelodeon, Nick Jr., Paramount Channel, Spike and BET – offering video-on-demand access to a range of current and library content, with an option to include a live, local linear stream of relevant channel, and other content including games for Nick Play.

To date, Play Plex apps are available in more than 40 markets, have been downloaded more than 8 million times and streamed 150 million times.

"We've seen incredible interest in, and uptake of, our Play Plex suite of apps, which have completely exceeded our expectations," said Bob Bakish, President and CEO, Viacom International Media Networks. "These products give our audiences the content they want, how they want it, and offer VIMN the flexibility to adapt to a particular market, partner or brand's needs."

BET Play is available now for download on iOS and Android devices for a subscription fee of US\$3.99 a month\*. Beginning today, fans signing up for the service can experience BET Play with a seven-day trial free of charge.

#### **Notes to Editors:**

- BET Play will be available in 100 markets internationally.
- BET Awards will air on Monday, 27 June at 8am Singapore time, and will be immediately followed by a live after show. Check local time zone for live stream.
- BET Play will be available for US\$3.99 per month. Check local iTunes and Google Play pricing for accurate currency conversion.
- VIMN launched Viacom Play Plex in November 2015 as an authenticated service for brands including MTV, Nickelodeon, Paramount Channel and Comedy Central as an unauthenticated service. BET Play is the first DTC offering from the Viacom Play Plex Suite of Mobile TV Apps.

#### **About BET Networks**

BET Networks, a subsidiary of Viacom Inc.(NASDAQ: VIA, VIA.B), is the nation's leading provider of quality entertainment, music, news and public affairs television programming for the African-American audience. The primary BET channel reaches more than 90 million households and can be seen in the United States, Canada, the Caribbean, the United Kingdom and sub-Saharan Africa. BET is the dominant African-American consumer brand with a diverse group of business extensions: BET.com, a leading Internet destination for Black entertainment, music, culture, and news; CENTRIC, a 24-hour entertainment network targeting the African-American Woman; BET Music Networks - BET Jams, BET Soul and BET Gospel; BET Home Entertainment; BET Live, BET's growing festival business; BET Mobile, which provides ringtones, games and video content for wireless devices; and BET International, which operates BET around the globe.

### **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](http://www.twitter.com/VIMN_PR). For more information about Viacom and its businesses, visit [www.viacom.com](http://www.viacom.com), [blog.viacom.com](http://blog.viacom.com) and the Viacom Twitter feed at [www.twitter.com/Viacom](http://www.twitter.com/Viacom).

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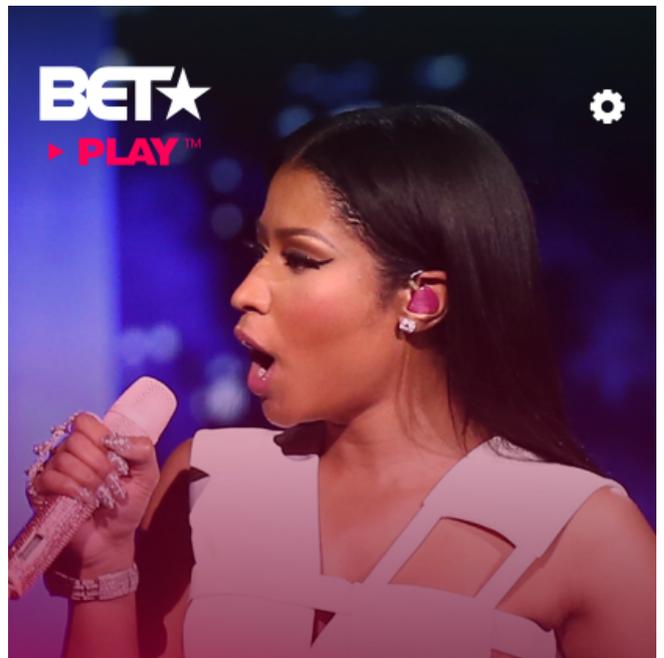
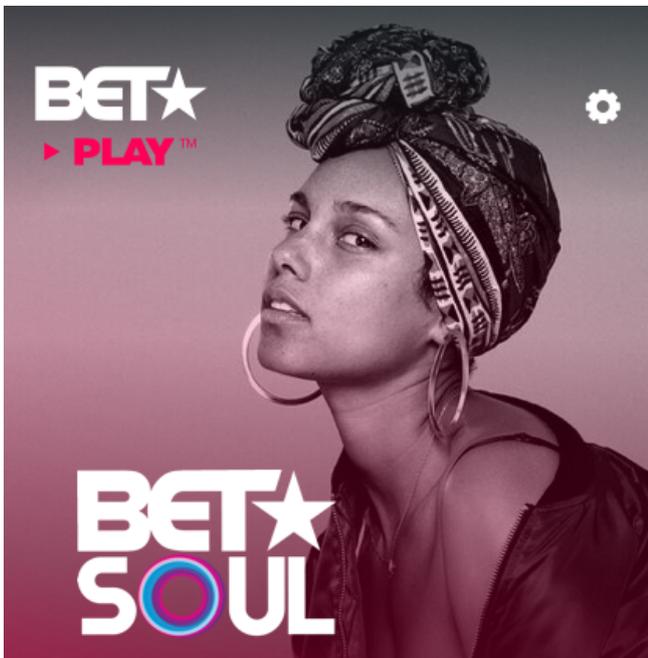
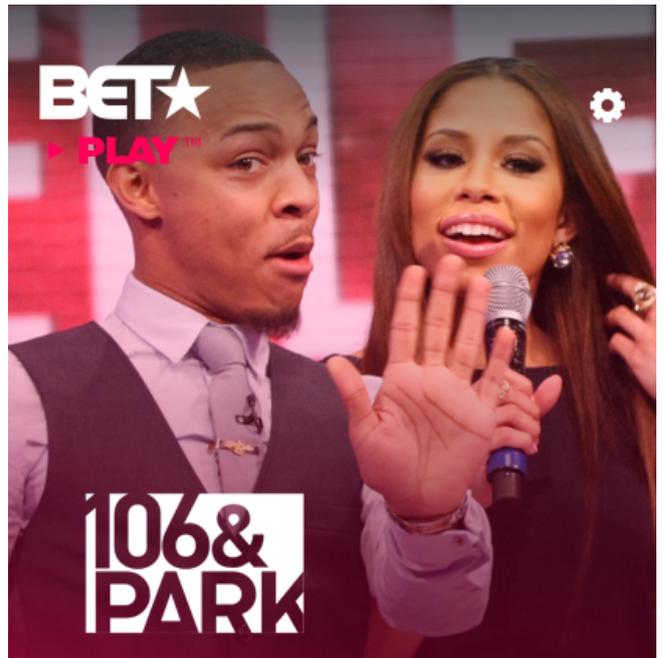
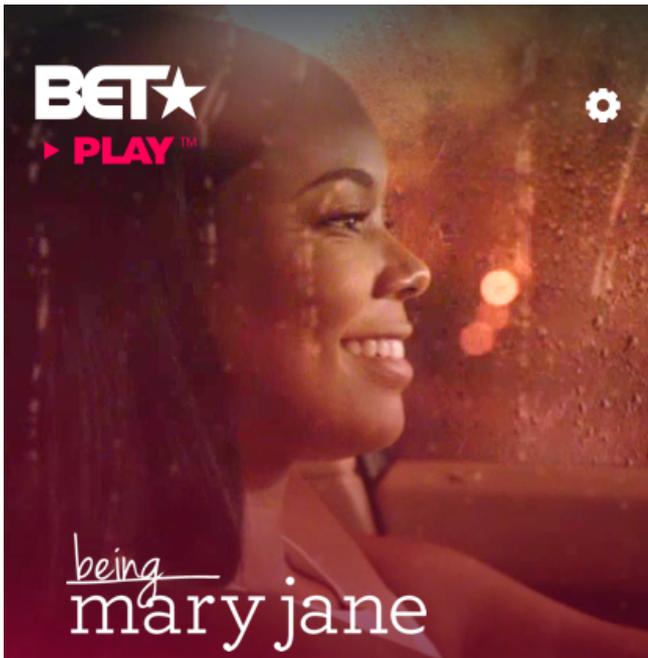
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#### ABOUT VIMN ASIA PRESS

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