



## INTERNATIONAL MEDIA CORP INTRODUCES VIACOM INTERNATIONAL MEDIA NETWORKS' PARAMOUNT CHANNEL VIETNAM

**VIETNAM/ SINGAPORE, 12 JANUARY 2017** – At a press launch in Ho Chi Minh last evening, Vietnamese multimedia communication group **International Media Corp (IMC)**, announced the launch of **Viacom International Media Networks' (VIMN) Paramount Channel Vietnam** on HTVC cable (# 16 / Analog, # 6 / Digital), which went on-air on 1 January 2017. The latest distribution deal follows the network's international success in Spain, France, Russia, Romania, Hungary, Sweden, Poland, Latin America and Italy. In Asia, the high-definition, 24-hour curated movie channel has been introduced via Digicel in the Pacific Islands and on TrueVisions in Thailand.

“We are thrilled to announce the arrival of Paramount Channel Vietnam, first on HTVC. It will strengthen the family programming line-up for viewers in Vietnam. And we look forward to expanding the distribution of this 24-hour curated movie channel in Vietnam,” said **IMC's executive chairman, Lam Chi Thien**.

“We’re excited to sign another distribution deal for Paramount Channel in Asia with IMC, as we continue to expand the footprint of the fastest-growing brands in VIMN’s international portfolio. Paramount Channel offers audiences a well-curated movie viewing experience. We look forward to offering a unique programming line-up with great content our audiences will love in Vietnam.” said **Paras Sharma, Senior Vice President and General Manager, Southeast Asia, Viacom International Media Network.**

**Paramount Channel Vietnam** will feature movie hits and films distributed by Paramount Pictures such as family favorites like *Shrek*, *How To Train Your Dragon* and blockbuster franchises like *The Godfather*, *Mission Impossible*, *Transformers* and *Star Trek*. With a unique programming strategy and movie line-up that is specifically curated to suit audiences’ taste and preferences, Paramount Channel Vietnam will feature a movie viewing experience that is a collection of movies by themes and movie stunt packages each week. The channel will also feature a variety of time frames. For example, blockbusters will feature during three key time-bands daily – 16:30, 20:30 and 22:30. Paramount Channel Vietnam will also offer a mix of some local Vietnamese movies in the near future.

Paramount Channel is a contemporary entertainment destination where audiences of all ages can experience and celebrate years of films and exclusive behind-the-scenes content. The 24-hour network will offer audiences in Vietnam a unique mix of blockbusters, movie hits, cult favorites and some of the most award-winning Paramount Pictures’ films in the history of cinema.

Paramount Channel meets the growing entertainment demands for more curated movie experiences in Asia, delivering an optimal mix of Academy-Award® winners, action hits, classics, romances, horror movies, dramas, and family films.

IMC currently has an existing collaboration with VIMN as a licensee partner for MTV Vietnam and for the first Nickelodeon branded block on IMC’s free-to-air channel, YouTV in Vietnam.

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**About International Media Corp.**

Found in 2008, IMC is now one of the leading Media- Multimedia Communication groups in Vietnam. From its inception of sustainable development, with 4 Nationwide channels TODAYTV, MTV Vietnam, YOUTV, SNTV. IMC has also created Publications, Events, Movie productions, Awards, Artist Management & Social activities.

Serving more than 60 million viewers, IMC always aims to take the viewers, customers & its partners as a priority, maximizing on the creativity, flexibility, enthusiasm, credibility and professionalism within its organization.

Celebrating our 8th Anniversary, IMC continues to develop as a leading Multimedia group with community benefits, taking people and social aspects as its core values.

For more information about IMC and its businesses, visit [www.imcgroup.vn](http://www.imcgroup.vn)

### **About PARAMOUNT CHANNEL**

**PARAMOUNT CHANNEL** is a 24-hour, ad-supported television network featuring the movies of Paramount Pictures, America's oldest motion picture studio and one of the world's leading producers of filmed entertainment. **PARAMOUNT CHANNEL** creates a contemporary and unique environment for audiences to celebrate film, documentaries and behind-the-scenes features. Viewers are given access to Paramount Pictures' vast library of beloved, award-winning films – from visionary epics to heart-wrenching romances to blockbuster franchises, all created by the best talent and filmmakers in the business.

**PARAMOUNT CHANNEL** is part of Viacom International Media Networks (VIMN), a division of Viacom Inc. (NASDAQ: VIA, VIAB).

### **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 3.8 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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— IMC's executive chairman, Lam Chi Thien

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— Paras Sharma, Senior Vice President and General Manager, Southeast Asia, Viacom International Media Network

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