

VIACOM INTERNATIONAL MEDIA NETWORKS AND SOLAR ENTERTAINMENT COLLABORATE TO LAUNCH MTVph IN THE PHILIPPINES

19 JULY 2017, MANILA, PHILIPPINES

SUMMARY

Viacom International Media Networks (VIMN) and Solar Entertainment Corporation, a Philippine content provider and television network, today announced their collaboration to launch a brand new local MTV channel, MTVph in the country. Under the agreement, the two companies will collaborate on local production, distribution, marketing and advertising sales for MTVph. Effective 1 August 2017, MTVph will become the network's new dedicated Filipino feed.

PHILIPPINES, 19 JULY 2017 – **Viacom International Media Networks** (VIMN), a division of Viacom Inc. (NASDAQ: VIA, VIAB) and **Solar Entertainment Corporation**, a Philippine content provider and television network, today announced their collaboration to launch a brand new local MTV channel, **MTVph** in the country. Under the agreement, the two companies will collaborate on local production, distribution, marketing and advertising sales for MTVph. Effective **1 August 2017**, MTVph will become the network's new dedicated Filipino feed.

“We are thrilled to work with Solar Entertainment Corporation to not only bring a brand new MTVph into the Philippines, but expand MTV's reach across platforms. We already have a strong MTV fan base in the country, so this move solidifies our on-going commitment to bolster local programming to cater to the viewing preferences of our Filipino young audience,” said Paras Sharma, Senior Vice President and General Manager, Southeast Asia, Viacom International Media Networks.

The 24-hour world-class youth entertainment network is currently available in the Philippines through an MTV Asia feed. Starting 1 August 2017, MTVph will kick off its own local broadcast and dedicated programming to its Filipino audience. On top of key international MTV programming – from popular music and entertainment shows to special international music programming based around artists who are unique to MTV – the channel will also see progressive introduction of localized MTV content, which will aim to introduce and feature Filipino acts to viewers. Aside from championing home-grown and international music for young Filipinos, plans for MTVph also include re-energizing the local music scene, celebrating the Filipino youth lifestyle, fuelling their pop culture and more.

“Solar is delighted to collaborate with VIMN on an iconic youth entertainment brand like MTV by leveraging our strengths in local TV distribution and production, which will enable MTV to be more locally relevant to subscribers in the Philippines,” said Wilson Tieng, President & CEO, Solar

Entertainment Corporation. “We are confident in our ability to build upon previous successes and to boost local programming that will help further grow a strong base of core viewers across the Philippines.”

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About Solar Entertainment Corporation

Solar Entertainment Corporation is one of the biggest content providers in the Philippines. It is committed to elevating the network to a global standard and maintaining Solar as a leader and innovator in the industry. Until today, Solar continues to widen its programming to meet the demands of emerging audiences. For more details, log on to <http://solarentertainmentcorp.com>. Solar currently operates with seven outstanding channels, including ETC, 2nd Avenue, JACK, CT, Solar Sports, BTV and NBA Premium TV.

About MTV

MTV is the world’s biggest youth entertainment brand. With a global reach of nearly 785 million households, MTV is the cultural home of the millennial generation, music fans and artists, and a pioneer in creating innovative programming for young people. MTV reflects and creates pop culture with its award-winning content built around compelling storytelling, music discovery and activism across TV, online and mobile. Outside of the United States, MTV is part of Viacom International Media Networks, a division of Viacom Inc. (NASDAQ: VIAB, VIA), one of the world’s leading creators of programming and content across all platforms. For more information about MTV in Asia, visit www.mtvasia.com.

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. 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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QUOTES

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ABOUT VIMN ASIA PRESS

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