



VIACOM INTERNATIONAL MEDIA NETWORKS RENEWS COMEDY CENTRAL STAND-UP, ASIA! FOR THIRD SEASON

Production of this original stand-up series to start in July 2018

BALI/SINGAPORE, 23 APRIL 2018 - Viacom International Media Networks (VIMN) Asia, a division of Viacom Inc. (NASDAQ: VIA, VIAB), today announced that Asia original *Comedy Central Stand-Up, Asia!* will be renewed for a third season. Comedy Central Asia's original stand-up comedy production is a showcase featuring some of the funniest comedians across Asia and production of the upcoming season will start in July 2018.

“The show has been a channel ratings success and is a fan-favorite on digital and linear platforms since its premiere in 2016. This highlights how Asia originals have strong appeal with our audiences and underscores how investing in local content to grow share of viewership has been a right move. We remain committed to promote Asian comedy by elevating comedians on a regional platform, and growing the appreciation of localized comedy for fans around the region to enjoy,” said Paras Sharma, Senior Vice President and General Manager, Southeast Asia, Viacom International Media Networks.

The third season of *Comedy Central Stand-Up, Asia!* is a 10-part series and each half-hour episode will give audiences the chance to catch 14 of the funniest and boldest Asian comedians from around the world. In 2018, Season 3 amps up the fun factor with new acts and ups the game further with new comedy elements. Filming will take place in July in front of a live audience in Malaysia. The second season performed 128 percent above the channel average ratings among 18-34 years old, and outperformed the first season by 63 percent[1].

Since the channel was launched in 2012, Comedy Central Asia has become one of the fastest growing brands for VIMN, which is now available 24/7 in 18 markets via 65 providers. Over the last six years, the channel has collaborated with comedy clubs, promoters and talents to develop featurettes, on-air promotions and marketing partnerships.

About Comedy Central

Comedy Central, the world's biggest comedy network, has been making audiences laugh since it first launched in the United States in 1991. Renowned for featuring a stable of exclusive and tailor-made local and international comedy, the brand has become the ultimate destination for all kinds of humor, from traditional to satire to sketches to popular sitcoms. Outside of the United States, Comedy Central, seen in over 70 territories via more than 12 locally programmed and operated TV channels, is part of Viacom International Media Networks (VIMN), a division of Viacom Inc. (NASDAQ: VIA, VIAB), one of the world's leading creators of programming and content across all media platforms. For more information about Comedy Central in Asia, visit www.comedycentralasia.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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[1] Source: SG TAM, 18-34, 0700-2559hr, 220817-241017 vs 011016-311216, all airings

ABOUT VIMN ASIA PRESS

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