

MTV PLAY AND COMEDY CENTRAL PLAY MOBILE APPS DEBUT ON SINGTEL'S CAST IN SINGAPORE

MTV PLAY AND COMEDY CENTRAL PLAY MOBILE APPS DEBUT ON SINGTEL'S CAST IN SINGAPORE

SINGAPORE, 25 JULY 2018 – Get your mobile devices out as you can now get MTV and Comedy Central at your fingertips! Viacom International Media Networks (VIMN), a division of Viacom Inc. (NASDAQ: VIA, VIAB), today announced the debut of **MTV Play** and **Comedy Central Play** mobile apps in Singapore through **Singtel's** CAST OTT video portal app that combines live TV, video streaming apps and on-demand entertainment. This marks the first time both mobile apps are made available in Asia.

Both mobile apps are available for free download as “MTV Play” and “Comedy Central Play” from the Apple App Store, Google Play and can be accessed via the “Variety Plus Pack” of Singtel's CAST, offering Singtel customers access to the best of MTV's music, entertainment, reality and short-form content and an array of comedic entertainment including stand-up, talk shows, scripted and short-form content on Comedy Central.

While both MTV Play and Comedy Central Play are available with a selection of free content upfront upon download, access to premium content for both apps requires a subscription to “Variety Plus Pack” on Singtel's CAST starting from \$12.90 a month (with a 12-month contract) or \$14.90 per month (without a contract).

“We want to continue to bring our brands and content to where our fans are, especially as the youth audience is consuming more video on the move and across different screens. Today's launch of the MTV Play and Comedy Central Play apps, in addition to the Nickelodeon Play* app already available on Singtel CAST, offer platforms like Singtel's CAST an opportunity to extend additional value through premium branded content and services targeting young customers,” said Paras Sharma, Senior Vice President and General Manager, Southeast Asia, Viacom International Media Networks.

MTV Play and Comedy Central Play are part of Viacom Play Plex, a suite of mobile apps for Viacom's core international brands, giving audiences video-on-demand (VOD) access to content library and content exclusive on a market-by-market basis.

MTV Play app features:

- Play the Music – Free access to the MTV curated music experience – From *MTV World Stage* events and *MTV Unplugged* features around the world to charts and playlists including *MTV Hits*, *Now Streaming*, *Trendspotting* and more.
- MTV Play Firsts – Content to be showcased first on MTV Play before any other platforms in Singapore, including *The Challenge: Vendettas*, *Million Dollar Baby*¹ and *Just Tattoo of Us Season 22*.
- MTV Shorts – Free access to MTV's wide-ranging short-form content like *MTV Meets*, *Asia Spotlight* and *Ok Danceoke*.
- MTV Signatures – The best of MTV's library including shows like *Catfish*, *Ridiculousness*, *Punk'd*, *Idol Battle Cook* and *Amazingness*.

Comedy Central Play app features:

- Comedy Central Play Express – Coming to you free and express from the U.S. is *The Daily Show with Trevor Noah*.
- Comedy Central Play Firsts – *Comedy Central Stand-Up, Asia!* Season 31, *Just For Laughs Comedy Specials*¹.
- Comedy Central Exclusives – Content from *The Jim Jefferies Show*, *Comedy Central Stand-Up Presents*, *The Review*, *Moonbeam City*.
- Comedy Central Play Shorts – Free access to Comedy Central's bite-sized laughs – *Bad Snappers*, *Josh Investigates*, and *Comedians Solve World Problems* and more.
- Comedy Central Play Collection – A library full of funnies including *Comedy Central Roasts*, *Key & Peele*, *The President Show*, *The Comedy Jam* and more.

Last year, Apple named the MTV Play product to its [Best Developers category](#) on its [App Store Best of 2017](#) list in the U.S. MTV Play, which is already available in 26 international markets, has been installed nearly 10 million times and has served more than 325 million MTV content streams.

Footnotes

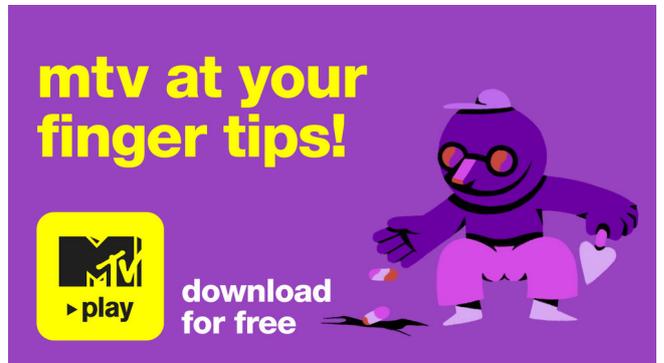
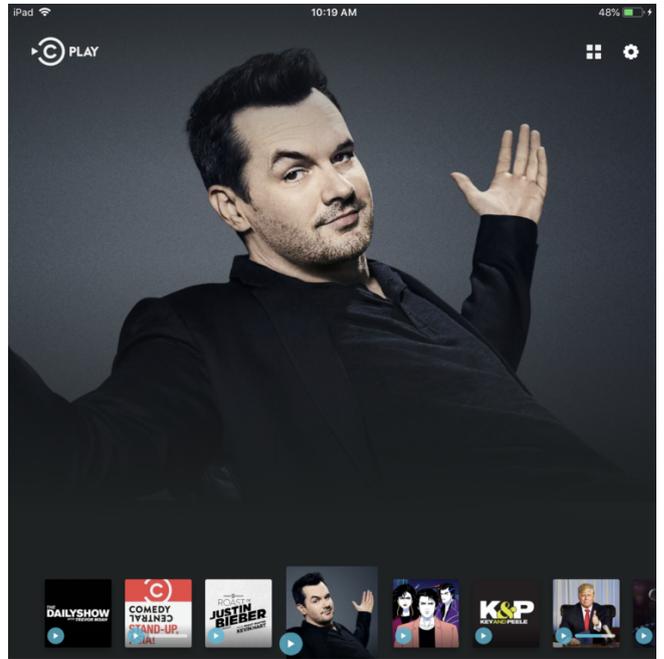
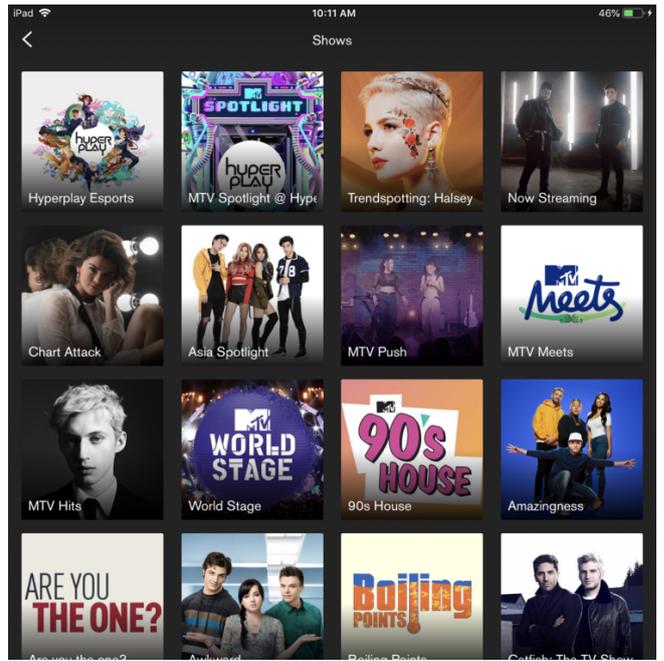
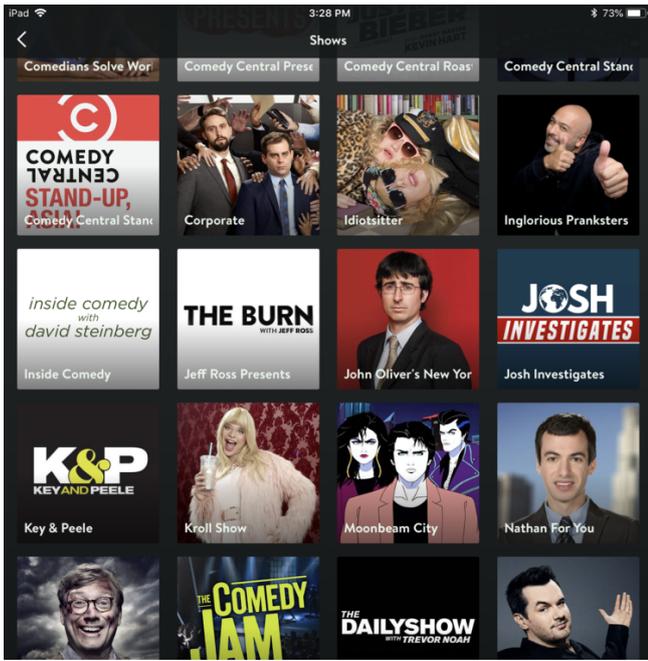
¹ Programming availability in August.

² Programming availability in September.

** The Emmy award-winning Nickelodeon Play app has been available for free download from the app stores since August 2016 and can be accessed via the “Kids Pack” and “Variety Plus Pack” in Singtel’s CAST.*

The full list of apps available via Viacom Play Plex include Comedy Central Play, MTV Play, Nickelodeon Play, Nick Jr. Play, Paramount Channel Play, Spike Play and BET Play.





###

About MTV

MTV is the leading youth media brand inspired by music, in nearly 180 countries and 450 million homes around the world, connecting with over 350 million fans across all social media platforms. A unit of Viacom Inc. (NASDAQ: VIAB, VIA), MTV operations span cable and mobile networks, live events, theatrical films and new MTV Studios unit which produces new and reimagined content for SVOD and Linear platforms based on MTV's library of over 200+ youth titles and franchises. For more information about MTV in Asia, visit www.mtvasia.com.

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 humour, 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.

Media Contact:

Viacom International Media Networks

Adeline Ong

Vice President, Corporate Communications, Asia Pacific

e: adeline.ong@vimn.com

Sheila Lim

Associate, Communications, Southeast Asia

e: sheila.lim@vimn.com

ABOUT VIMN ASIA PRESS

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.



VIMN Asia Pressnewsroom