

VIACOM INTERNATIONAL MEDIA NETWORKS AND PURPOSE MEDIA INTRODUCE NICKELODEON'S FIRST TEENNICK ASIA BRANDED BLOCK IN VIETNAM

VIETNAM, 28 SEPTEMBER 2018 – Viacom International Media Networks (VIMN), a division of Viacom Inc. (NASDAQ: VIA, VIAB), today announced a new Nickelodeon branded block deal with Purpose Media, which sees the launch of the first **TeenNick** branded programming block in Vietnam today. It also marks the first time TeenNick is introduced in Asia.

Catered for teens and tweens, the one-hour weekday evening branded block on free-to-air **HTV3 DreamsTV** channel will air daily on weekdays at 8.00pm – 9.00pm. The TeenNick-branded block is expected to feature select Nickelodeon's live-action dramas and sitcoms dubbed in Vietnamese in the first year of its availability, including Nickelodeon's hit series *I Am Frankie*, *Hunter Street*, *WITS Academy*, *Supah Ninjas* and *Neds Declassified School Survival Guide*.

“The introduction of a TeenNick branded block is an exciting extension of the Nickelodeon brand in Asia, which has already seen success in other parts of the world. We hope to deepen our audience engagement with young fans who are growing up with Nickelodeon, while allowing us to showcase some of Nickelodeon's live action dramas and sitcoms for the first time in Vietnam,” said **Paras Sharma, Senior Vice President and General Manager, Southeast Asia, Viacom International Media Networks.**

“□HTV3 DreamsTV is proud to present the exclusive TeenNick Branded Block to our young audience in Vietnam. I believe that education is the foundation for our children's future, but in today's world, educational messages need to be conveyed through entertaining and fun ways. Therefore, I appreciate the TeenNick Live Action series, which make our children's world more colourful and playful, yet still teach them good knowledge and values.” said **Mr. Thanh Bui, Founder and Chairman of Purpose Media Co., Ltd.**

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About HTV3 DreamsTV

Launched first in Vietnam on 1st June 2008, HTV3 is a television channel managed by Ho Chi Minh City Television for children and families with interesting, educational content. 2017 marked a strong move of HTV3 when Ho Chi Minh City Television (HTV) cooperated with Purpose Media Co., Ltd. to develop HTV3 to become a true edutainment channel in Vietnam for children, youths and families from 1st July 2017. After 10 years of keeping Vietnamese families tuned in, HTV3 DreamsTV is proud to be the leading Vietnamese television channel which attracts the biggest number of young viewers in Ho Chi Minh City and Mekong River Delta. With the development of new technologies, HTV3 DreamsTV challenges itself to innovate and build Vietnamese content with new methods in production. Applying the O2O (Online to Offline) model, the channel introduces a variety of interactive edutainment programs that can be integrated on a multi-basis platform, continuing to bring new experiences to the audience of HTV3 DreamsTV. As of 2018, HTV3 DreamsTV is enjoyed by more than 10.9mil households across Vietnam. For more information, please visit www.htv3tv.vn and official Fanpage at <https://www.facebook.com/htv3.tv> .

About Purpose Media Co., Ltd

Reaffirming HTV3 DreamsTV as a trustworthy companion of Vietnamese children, Purpose Media Co., Ltd. has announced its strategy to develop brand new edutainment content for “learning and playing” in a localized style to highlight the beauty of Vietnamese language and culture. Purpose Media Co., Ltd is one of the leading media group, operates brands: HTV3 DreamsTV and Billboard Vietnam (the 10th official member of the world's influential and prestigious music chart brand.), also maintains close relationship with other education partners such as: Soul Music & Performing Arts Academy (SMPAA), Asia Music & Performing Arts Education (AMPA Education), Embassy Education Group. Together with nearly 300 in-house staffs of Vietnamese and foreign experts, Purpose Media Co., Ltd is capable of producing and providing both original content & international format programs.

About Nickelodeon

Nickelodeon, now in its 39th year, is the number-one entertainment brand for kids. It has built a diverse, global business by putting kids first in everything it does. The company includes television programming and production in the United States and around the world, plus consumer products, digital, recreation, books and feature films. Nickelodeon is one of the most globally recognized and widely distributed multimedia entertainment brands for kids and family, with 1.2 billion cumulative subscriptions in more than 500 million households across 170+ countries and territories, via more than 100+ locally programmed channels and branded blocks. Outside of the United States, Nickelodeon 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 media platforms. For more information about Nickelodeon in Asia, visit www.nick-asia.com. Nickelodeon and all related titles, characters and logos are trademarks of Viacom Inc.

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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