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# MTV GOES 'ON-DEMAND' WITH WEBTVASIA IN LANDMARK SHORT-FORM CONTENT COLLABORATION DEAL FOR CHINA

**CANNES, 16 OCTOBER 2018** – **WebTVAsia**, a leading Asian media entertainment group with production studios and digital networks, today announced a new MTV short-form content collaboration deal with **Viacom International Media Networks**, a division of Viacom Inc. (NASDAQ: VIA, VIAB), aimed at delivering short-form videos to engage China's Generation Z today. This was jointly announced at a signing ceremony at MIPCOM today.

Under the agreement, WebTVAsia will have exclusive streaming rights to select made-in-China short-form content from the MTV library to be streamed on WebTVAsia's partner platforms in Mainland China. At this initial stage, the made-in-China content is made available first on Tencent's recently-launched Yoo Video, a short-form video app.

This marks the first time made-in-China MTV content and other clips with a youth and music focus, is made available on an on-demand video platform in China. The leading youth entertainment brand will deliver MTV made-in-China music-based programming content including MTV music charts, brief artists' interactions under MTV Star Explorers, music genres' showcase, MTV News, pop culture features, while delivering new short-form content over time. Prior to this deal, MTV content was available only via the MTV China channel.



“The young generation is clearly watching more and more video via mobile, which is driving the popularity of short-form video apps in China, along with the growing demand for original short-form content,” said Pierre Cheung, Senior Vice President and General Manager, Greater China, Viacom International Media Networks. “Hence, as part of our strategy with Viacom Digital Studios International, we’re bringing the power and scale of Viacom’s global content engine to support the Chinese industry, starting first with our original made-in-China content for the Chinese.”

Fred Chong, Group CEO of WebTVAsia remarked, "As a content creation company reaching audiences in China and Asia since 2005, we understand the culture and consumption trends of these markets. Hence, our unique leading position bridging China partners like Tencent, Baidu, Toutiao, NetEase, Weibo, Youku and iQIYI to global content partners. I'm pleased to be partnering VIMN in expanding business together in China."

**About WebTVAsia:**

WebTVAsia is the leading media entertainment group in Asia with regional presence in 11 countries: Australia, China, Hong Kong, Indonesia, Japan, Korea, Malaysia, Singapore, Taiwan, Thailand and Vietnam. It has diversified businesses in film & TV production, music studio, platforms & networks, creator & artiste management, events & experiences and media marketing. As an official partner of YouTube, Google, Facebook, Tencent, Alibaba's Youku-Tudou, Baidu, Bytedance's Jinri Toutiao and NetEase, WebTVAsia manages over 3,000 premium video channels that command 270 million subscribers globally with 25 billion minutes of watch time every month.

The Malaysia-founded group is also famed for creating the global viral music video hit, Little Apple of China; Asia's foremost digital creator award show, WebTVAsia Awards since 2015; and the most influential digital music festival, Viral Fest Asia since 2016. Its forward thinking vision of "Celebrate Asia" is the brainchild of WebTVAsia founder and Group CEO Fred Chong, to bring together the best creative talent in Asia and showcase their most outstanding content to the world.

#### **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.

#### **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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