

VIACOM INTERNATIONAL MEDIA NETWORKS LAUNCHES FIVE-YEAR NICKELODEON CHINESE ANIMATION DEVELOPMENT PROJECT TO PROPEL NEW ANIMATION CO-PRODUCTIONS IN AND WITH CHINA

INAUGURAL NICKELODEON CHINESE ANIMATION DEVELOPMENT PROJECT KICKS OFF WITH ANOTHER COLLABORATION DEAL WITH IQIYI

CANNES, 16 OCTOBER 2018 –Viacom International Media Networks (VIMN), a division of Viacom Inc. (NASDAQ: VIA, VIAB), today announced the launch of a new Nickelodeon Chinese Animation Development Project at MIPCOM. Supported by China’s National Radio and Television Administration (NRTA)., the inaugural Nickelodeon Chinese Animation Development Project is expected to drive new animation co-productions in and with China. The first initiative to be backed by the Project is the confirmation of another collaboration deal with iQIYI to develop the second season of iQIYI’s original children’s animation series, ***Deer Run***¹. This was jointly announced by both organizations at a signing ceremony, witnessed by NRTA at MIPCOM today. As the host of honor for the 2018 MIP Junior and MIPCOM, China has nearly 60 film and television institutions gathered at the joint pavilion and held multiple film and television exchange events.

This move follows VIMN’s on-going strategic collaboration with iQIYI. Last year, the two organizations agreed to develop *Deer Run*, which was the first time Nickelodeon Asia is taking a Chinese original on its network from conception phase. Currently in production, the first season of the 40-episode x 11-minute CG-animated series is slated to premiere in the first quarter of 2020. The collaboration deal for the second season will continue to see Nickelodeon providing creative guidance and supervision. Under the agreement, VIMN will air on Nickelodeon international networks outside of China, while exploring *Deer Run*’s licensing potential outside of China, upon completion of production.



From left to right: Mr Wang Xiaohui, Chief Content Officer, iQIYI | Mr David Lynn, President and CEO, Viacom International Media Networks | Mr Mark Whitehead, President and Managing Director, Asia Pacific, Viacom International Media Network | Ms Yang Xiaoxuan, Vice President, iQIYI | Mr Ling Li, Representative from Chinese Publicity Department/ Representative from Cannes Film Festival | Representative from Cannes Film Festival

“We are thrilled to expand our cooperation with Nickelodeon to develop Deer Run. Recently, iQIYI is committed to producing outstanding original content and we will continue to work with talented partners to bring the best content to our users,” said iQIYI’s Chief Content Officer, Wang Xiaohui.

“Deer Run, with its endearing and humorous storylines and compelling, relatable characters, proves that great original animation content can come from any part of the world,” said Nina Hahn, Senior Vice President, International Production & Development.

The new Nickelodeon Chinese Animation Development Project will see VIMN investing in a five-year intellectual property (IP) development project for up to two qualifying IP projects annually. With creative guidance and supervision by Nickelodeon, VIMN will also explore licensing potential of completed projects outside of China, upon completion of production. These projects could include the development of brand new animation titles, new seasons of existing popular Chinese animation programs, or creating a Chinese version of Nickelodeon's existing animation properties.

"We are delighted an international media company like Viacom has demonstrated their commitment to the Chinese market and will be taking the lead in further promoting Chinese children's animation. We look forward to seeing the co-creation of new intellectual properties in and by China's animation community in partnership with Viacom," stated by China's National Radio and Television Administration (NRTA) representative.

"With vital support from NRTA via the Nickelodeon Chinese Animation Development Project and through our on-going strategic relationship with iQIYI, we believe there is an exciting opportunity to showcase China's fantastic animation talent and resources to the international market," said Mark Whitehead, President and Managing Director, Asia Pacific, Viacom International Media Networks.

Application details for further applications for the project will open in 2019.

[end]

Footnote:

1 Deer Run is a working title.

About iQIYI, Inc.

iQIYI, Inc. (NASDAQ: IQ) is China's leading online video platform, streaming both original and licensed movies, drama series, variety shows, animations and other contents from China and abroad. Since its launch in April 2010, iQIYI has been providing Chinese viewers with a rich and smooth and HD online video experience. The platform has been recognized as an industry leader for innovation in production, technology, and marketing. With the largest user base in China's video streaming sector, iQIYI has built up a diversified business model to connect people with services building e-commerce, gaming, ticket sales, live streaming, online reading and more. At the same time, the company has also been actively expanding its distribution network worldwide and providing more premium content to overseas audience. For more information about iQIYI, please visit www.iqiyi.com.

About Nickelodeon International

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. 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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