

VIACOM INTERNATIONAL MEDIA NETWORKS LAUNCHES A NEW MULTI-YEAR NICKELODEON PROGRAM IN KIDS' ANIMATION WITH THE COMMUNICATION UNIVERSITY OF CHINA AND WELLCOME FOREFRONT

1st International Academic Program Delivered As Core Modules Under the Animation Degree at the School of Animation and Digital Art

BEIJING, 29 NOVEMBER 2018 – **Viacom International Media Networks (VIMN)**, a division of Viacom Inc. (NASDAQ: VIA, VIAB), today announced the launch of a new multi-year Nickelodeon Program in kids' animation development, in collaboration with the **Communication University of China (CUC)**. Supported by **Wellcome Forefront (Beijing) Culture Media Corp**, a VIMN licensing partner, the four-week 2018 academic program launches today and was marked by an opening ceremony at the university.



From left to right: Zhang Gedong, (Vice Dean, Animation and Digital Arts, CUC); Shao Yan (Vice Dean of Teaching and Learning, CUC); Jack Yew (Vice President, Location Based Experiences, Asia Pacific, VIMN); Kirsty Bloore (Vice President, Research, Asia Pacific, VIMN); Gerald Raines (Senior Vice President, Location Based Experiences, VIMN); Duan Peng (Vice Principal, CUC); Liu Yaping (Chairperson, Wellcome Forefront); James Chen (CEO, Wellcome Forefront); Mike Chang (COO, Wellcome Forefront)

The 2018 Nickelodeon program aims to help develop Chinese creative talent and attract passionate young people to work in the animation field after graduation. Students will be participating in course modules conducted by international VIMN and Nickelodeon executives who will be sharing their expertise and knowledge in research, storytelling and character development, animation skills and commercialization. It is the first international academic program, which the university is making a concerted effort to integrate these international masterclass standard courses as core modules within the undergraduate animation degree at the School of Animation and Digital Art over a formal semester.

The 2018 academic program is an expansion of the Nickelodeon program, which started as a summer workshop last year.

“The Nickelodeon program is the most extensive international academic program conducted at our university. The quality of the curriculum is exceptional with well-thought out real-world subjects like commercialization, brand management and marketing. We are grateful to have such an in-depth collaboration with both Viacom and Wellcome Forefront this year,” said Mr Duan Peng, Vice Principal, Communication University of China.

Mr Duan continued, “Through this program, we hope to see our students develop a solid foundation to become strong storytellers and produce outstanding original content and IPs when they join the animation industry – both at a local and global stage.”

“This was an easy decision to support the Nickelodeon program with the Communications University of China, especially given Nickelodeon’s wide recognition in China and of its iconic characters. We are delighted Viacom is committed to help further develop the Chinese kids’ animation industry through talent education and skills development, while tapping on the best of Viacom and Nickelodeon’s expertise, practices and resources from around the world. This is a rare and exciting opportunity for our local students to learn from the international experts,” said James Chen, CEO, Wellcome Forefront.

“We see greater potential than ever to develop iconic animated characters for Nickelodeon who don’t just entertain on-screen but also generate significant new licensing opportunities off-screen. It’s important for anyone seeking to work in animation to understand how the sector works commercially and what’s involved in building a global franchise. We see a lot of animation talent and potential in China and are committed to an on-going collaboration with the Chinese authorities and institutions like the Communication University of China to help develop the local sector,” said Gerald Raines, Senior Vice President, Location Based Experiences for Viacom International Media Networks.

In October this year, VIMN launched the inaugural Nickelodeon Chinese Animation Development Project, which is expected to drive new animation co-productions in and with China. Supported by China’s National Radio and Television Administration (NRTA), the first initiative announced 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** [*working title].

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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.

About Wellcome Forefront

Wellcom Forefront (Beijing) Culture Media Corp. focuses on establishment, promotion and development of theme parks, resorts and related industries, as well as animation education and industrial parks in China.

Media Contacts:

Adeline Ong, VP, Corporate Communications, Asia Pacific

Viacom International Media Networks

e: adeline.ong@vimn.com

Faye Zhu, Director, Marketing and Communications, Greater China

Viacom International Media Networks

e: faye.zhu@vimn.com

Wang Ying

Wellcome Forefront (Beijing) Culture Media Corp.

e: wangying@wellcomforefront.com

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