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## VIACOM INTERNATIONAL MEDIA NETWORKS FORMS ITS FIRST OTT LINEAR COLLABORATION IN MYANMAR WITH COOKIE TV

MTV Asia, MTV LIVE HD and Nickelodeon linear channels to debut on Cookie TV

**MYANMAR, 10 JANUARY 2019** – Viacom International Media Networks (VIMN), a division of Viacom Inc. (NASDAQ: VIA, VIAB), today announced its first OTT linear collaboration with leading digital services provider **Cookie TV** in Myanmar. This will see the debut of **MTV Asia**, **MTV LIVE HD** and **Nickelodeon** on an OTT platform in the country. All three linear channels will be available on the Cookie TV app, in line with the official launch of the app today.

“This is our first collaboration with an OTT player in Myanmar and it reinforces the importance of OTT as a growth path for our flagship brands in Southeast Asia,” said Paras Sharma, Senior Vice President and General Manager, Southeast Asia, Viacom International Media Networks. “Expanding the reach of MTV, MTV LIVE HD and Nickelodeon 24-hour linear channels with Cookie TV, enables us to reach new music fans and young fans in Myanmar, while delivering high quality content to Cookie TV’s subscribers.”

“We’re excited to collaborate with VIMN and welcome the well-established brands such as MTV, MTV LIVE HD and Nickelodeon onto our platform. Cookie TV is not just simply built to please people, it is more than that. Our goal is to entertain, educate and inspire people with our platform by providing a chance to experience anything beyond expectation,” said Yosup Kim, CEO of Cookie TV.



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## **About Cookie TV**

Cookie TV is a mobile TV that allows viewers to watch live TV and movies on demand anytime and anywhere. Cookie TV's monthly subscription-based Live TV plans offer local channels as well as world's renowned international channels with a user friendly and convenient catch-up service. With Cookie TV's Movies on demand, users can enjoy the fastest VOD release of Hollywood movies through transactional Pay Per Movie or sign up for a subscription-based Movie Album for selected classic movies. More diversified content will be added to Cookie TV in the near future, including TV shows and movies from different regions of the world such as Myanmar, Korean, Chinese and Indian content. For more information about Cookie TV, please visit the <https://www.cookie-tv.com/> or check out the official Facebook page <https://www.facebook.com/cookie-tvmyanmar/>.

## **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 MTV LIVE HD**

MTV LIVE HD is an international English language music channel where the best of recorded "LIVE" music performances, music videos, music documentaries and other original productions such as behind-the-scenes and interview specials from around the world are beamed out 24/7 for the ultimate music fans. Broadcast in crystal-clear 1080i High-Definition and Dolby Surround Sound, the state-of-the-art channel offers premium content that captivates thrill-seeking viewers with an enhanced music entertainment experience. MTV LIVE HD. **Let there be music.** For more information on MTV LIVE HD, visit [www.mtvlivehd.com](http://www.mtvlivehd.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, BET 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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#### 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](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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