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## VIACOMCBS NETWORKS INTERNATIONAL EXPANDS FOOTPRINT IN MALAYSIA WITH LAUNCH OF COMEDY CENTRAL CHANNEL ON ASTRO

Linear channel available from 1 January 2020

**MALAYSIA, 6 JANUARY 2020** – ViacomCBS Networks International, a unit of ViacomCBS Inc. (NASDAQ: VIACA, VIAC) announced an extended collaboration with Astro, Malaysia’s leading multi-platform content and consumer company, with the launch of a **Comedy Channel** linear channel from 1 January 2020. This is available as part of Astro’s Variety Pack on Channel 718 (HD). Customers can also stream Comedy Central on Astro’s streaming mobile app service, Astro GO and watch Comedy Central shows such as *Lip Sync Battle* and *The Daily Show with Trevor Noah* on demand.

Comedy Central is the first and only all-comedy network in Asia that offers a round-the-clock schedule for viewers with a stable of exclusive and tailor-made local and international comedy. The brand has become the ultimate destination for all kinds of humor – from award-winning late-night, scripted and animated series to stand-up specials, short-form and punchy sketch digital content.

Paras Sharma, Senior Vice President and General Manager for Southeast Asia at ViacomCBS Networks International, said, “We are delighted to expand our partnership with Astro to bring Comedy Central to even more viewers and fans in Malaysia, reaching Astro customers across different screens. Malaysia has a vibrant comedy scene and a strong appetite for content so we look forward to thoroughly engaging fans with a wide range of comedy genres that the brand is known for.”

Agnes Rozario, Director of Content, Astro, said, “Our partnership with ViacomCBS Networks International brings more content for fans of the comedy genre on Astro and Astro GO with Comedy Central, and strengthens our content line-up even further. With our extended line up on demand, fans can stream comedy content anytime on Astro GO.”

In January, the spotlight is on the #CrazyFunnyAsians of Comedy Central such as in local original productions *Comedians Solve World Problems* and *Comedy Central Stand-Up, Asia! Season 4*, comedy series *Sunnyside* featuring Kal Penn, alongside stalwarts such as *The Daily Show with Trevor Noah* and *Saturday Night Live*.

The launch of the Comedy Central linear channel further expands Viacom’s suite of channels available on Astro, which also includes MTV on Channel 713 and Nickelodeon on Channel 612.

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### **About Comedy Central International**

Comedy Central gives audiences access to a world of super funny, personally relatable, culturally relevant, and provocative comedy that tells the funny truths of life, every day and everywhere. From award-winning late-night, scripted and animated series to stand-up specials, short-form and sketch digital content, Comedy Central has it all. Comedy Central is part of ViacomCBS Networks International, a division of ViacomCBS Inc. (Nasdaq: VIACA, VIAC). The Comedy brands are seen in more than 150 countries and territories via more than 30 locally programmed and operated TV channels, reaching more than 227 million homes outside the US.

### **About Astro Malaysia Holdings Bhd**

Astro Malaysia Holdings Berhad (Astro) is Malaysia's leading multi-platform content and consumer company, serving 23 million individuals in 5.7 million or 76% of Malaysian households. As a trusted brand, Astro has been entertaining Malaysians with the largest content offering, same day date as USA, Korea, China, Hong Kong and many more. Our video streaming platform, Astro GO caters to individual screens, with access to over 50,000 On Demand titles, anytime, anywhere. Our multilingual entertainment and lifestyle app, SYOK offers access to Astro's 25 radio brands, podcasts, original videos and more. Our digital brands host 11.1 million average monthly unique viewers across multiple entertainment and lifestyle portals. Through Go Shop our home shopping and commerce business, we engage with 2 million shoppers. Astro is building an ecosystem to be Malaysia's entertainment lifestyle destination of choice.

### **About ViacomCBS Networks International**

ViacomCBS Networks International, a unit of ViacomCBS Inc. (NASDAQ: VIACA, VIAC), is comprised of many of the world's most iconic consumer brands. Its portfolio includes Network 10, Channel 5, Telefe, Viacom 18, ViacomCBS International Studios, Nickelodeon, MTV, Comedy Central, BET, Paramount Network and Pluto TV among others. In addition to offering innovative streaming services and digital video products, ViacomCBS Networks International provides powerful capabilities in production, distribution and advertising solutions for partners on five continents and across more than 180 countries.

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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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