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## VIACOMCBS NETWORKS APPOINTS PIERRE CHEUNG AS GENERAL MANAGER OF NEW ASIA ORGANIZATION/STRUCTURE

**Singapore, February 12, 2020** – ViacomCBS Networks has appointed Pierre Cheung to an expanded role as Senior Vice President & General Manager of Asia with a brief to better align the company’s operations between these markets and target new commercial opportunities as a result. This follows the company’s organizational restructure which was announced recently. Cheung reports into Raffaele Anecchino, President, ViacomCBS Networks Europe, Middle East, Africa & Asia.

“We are delighted to appoint Pierre to this role, whose business aptitude and extensive know-how of the market will be a precious asset to the new Asia organization,” said **Anecchino**. “This new structure will enable us to effectively align and optimize our operations whilst promoting a glocal approach that further leverages the local market expertise.”

“I am thrilled to have this opportunity to lead ViacomCBS’ business in Asia and continue our strong momentum from 2019. Capitalizing on the unique characteristics of our diverse region and leveraging synergies across the company will enable us to further drive our growth in challenging yet dynamic markets,” said **Cheung**.

Cheung joined ViacomCBS in 2015 as Senior Vice President and General Manager for Greater China, where he oversaw the management and operations of the Greater China office, across brands and departments, while developing the long-term strategic plan in China. Prior to joining the company, Pierre worked at BBC Worldwide, where he was General Manager of Greater China.

### **ViacomCBS Networks International**

ViacomCBS Networks International, a unit of ViacomCBS Inc. (NASDAQ: 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 VIACOMCBS NETWORKS ASIA

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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