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## VIACOMCBS NETWORKS INTERNATIONAL LAUNCHES NICK JR. ON ASTRO GO APP

OTT and SVOD content available from 24 February 2020

**MALAYSIA, 4 March 2020** – ViacomCBS Networks International, a unit of ViacomCBS Inc. (NASDAQ: VIACA, VIAC), continues its partnership with Astro, Malaysia’s leading multi-platform content and consumer company, with the launch of Nick Jr. on streaming mobile app service Astro GO. Beginning 24 February, customers can stream Nick Jr. content on the app as well as watch Nick Jr. shows on demand which include the award-winning *PAW Patrol* and other world-class programmes such as *Shimmer and Shine*, *Top Wing*, *Dora and Friends*, *Team Umizoomi*, *Blaze and the Monster Machines* and *Bubble Guppies*. Nick Jr. will be available on Astro GO and to Astro’s Kids Pack customers at no additional charge.

Nick Jr. gives kids and parents what they want – educational and entertaining content with great stories and characters that empower kids to learn while they play

Pierre Cheung, Senior Vice President and General Manager for Asia at VCNI, said, “We are excited to launch Nick Jr. with Astro as we continue to diversify our business and increase offerings to our valued partners. We are also bringing our much-loved kids content from a trusted brand to a wider audience. Our young viewers in Malaysia will be thrilled to be entertained on the go with the ease and convenience of the Astro GO app.”

Agnes Rozario, Director of Content, Astro, said, “Astro continues to be the destination for Malaysians interested in high quality entertainment and educational content. We offer the best loved local and international kids content and are excited to partner with Nick Jr.”

The launch of Nick Jr. on Astro GO supplements VCNI’s suite of channels available on Astro, which includes Nickelodeon on Channel 612, MTV on Channel 713 and Comedy Central on Channel 718.

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### **About Nickelodeon International**

Nickelodeon, now in its 40th 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 brand includes television programming and production in the United States and around the world, plus consumer products, digital, location based experiences, publishing and feature films. Nickelodeon is one of the most globally recognized and widely distributed multimedia entertainment brands for kids and family, available in more than 400 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 ViacomCBS Networks International, a division of ViacomCBS Inc. (Nasdaq: VIACA, VIAC). For more information or artwork, visit <http://www.nickpress.com>. Nickelodeon and all related titles, characters and logos are trademarks of ViacomCBS Inc.

### **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 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](https://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](https://www.twitter.com/Viacom).

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