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VIACOMCBS UNVEILS COMPREHENSIVE STREAMING STRATEGY AND EXPANSIVE SLATE OF ORIGINALS HEADED TO PARAMOUNT+

Paramount+ to feature massive content catalog of more than 30,000 episodes, 2,500 movie titles, and over 1,000 live sporting events, plus around-the-clock news coverage

Paramount+ to launch in the U.S. on March 4, 2021 with broad distribution and leading launch sponsors, including General Motors, Expedia and P&G

Paramount+ to debut in Latin America and Canada on March 4, 2021; the Nordics on March 25, 2021; and Australia later this year, capitalizing on ViacomCBS' global production capabilities, infrastructure and reach with additional markets to be announced

NEW YORK – Feb. 24, 2021– ViacomCBS (NASDAQ: VIAC; VIACA) today updated investors on its differentiated streaming strategy, which leverages the company's strong product offerings across free, premium and pay segments with Pluto TV and SHOWTIME® OTT to create a linked ecosystem with the highly anticipated launch of Paramount+ on March 4.

Paramount+ will feature a powerful combination of live sports, breaking news and a mountain of entertainment from ViacomCBS' portfolio of world-renowned brands and production studios, including BET, CBS, Comedy Central, MTV, Nickelodeon, Paramount Pictures and the Smithsonian Channel.

“In today’s entertainment landscape, ViacomCBS stands apart as the only media company to fully embrace every segment of the streaming universe across free, premium and pay,” said **Bob Bakish, President and Chief Executive Officer, ViacomCBS**. “The launch of Paramount+ supercharges our strategy with a broad pay service that will be home to everything consumers love, all in one place: live sports, breaking news and a mountain of entertainment, at scale. As we look ahead, ViacomCBS is ideally positioned to harness the full power of our assets and capabilities – from our world-class production studios and the value of our massive content library, to our global marketing platform and local relationships – to seize the global opportunity in streaming.”

Tom Ryan, President and Chief Executive Officer, ViacomCBS Streaming, said, “Built from an iconic portfolio of beloved consumer brands and iconic franchises like *SpongeBob* and *Star Trek*, Paramount+ is a compelling and differentiated streaming offering for all audiences. In combination with Pluto TV and SHOWTIME®, the service will further strengthen our robust linked streaming ecosystem, giving us a critical competitive advantage as we pursue our goal of reaching consumers across every platform, at every price point, with creativity, content and experiences that are second to none.”

International Rollout

Paramount+ will debut internationally in 18 Latin American countries and Canada on March 4, 2021; the Nordics on March 25, 2021; and Australia with a rebrand and expansion of *10 All Access* later this year, with additional markets to follow.

With production capabilities across five continents, strong distribution agreements and local relationships and expertise around the world, Paramount+ will leverage ViacomCBS’ leading global reach – including the largest global broadcast footprint – to drive streaming growth and international expansion. ViacomCBS Networks International (VCNI) will build on its momentum in prized formats, and as one of the top global producers of Spanish-language content, to bring exclusive series to market for fans of kids and family, scripted dramas, reality and more.

In select international markets, Paramount+ will offer audiences exclusive originals that include *The Man Who Fell to Earth*, *Mayor of Kingstown*, *Guilty Party*, *Halo* and *The Offer* among others, an expansive content library of over 5,000 hours of iconic ViacomCBS IP and hit franchises across genres and a premium user experience. For most international subscribers, Paramount+ will also be the home to SHOWTIME® and feature celebrated series *Dexter*, *Ray Donovan*, *The Affair*, *Your Honor*, *The Comey Rule* and *Escape at Dannemora*. And importantly, like in the U.S., internationally Paramount+ will offer some of the biggest kids franchises in the world, including *SpongeBob SquarePants*, *Teenage Mutant Ninja Turtles*, *Dora the Explorer* and *PAW Patrol* – in addition to the highly anticipated *Kamp Koral* and Nickelodeon Animation Studio's *Astronauts*.

Premieres of prized formats including some of MTV's biggest global reality franchises – such as *Acapulco Shore* and *Are You The One?: Brazil* in Latin America, as well as *Story of Songs* in the Nordics, and a deep catalogue of the best reality hits such as *Jersey Shore*, *Ex on the Beach*, *Catfish* and more – will be available in Latin America, the Nordics and Australia.

And, through ViacomCBS International Studios (VIS), a division of ViacomCBS Networks International, top creators from around the world will also debut premium local scripted dramas on the service. For example, in Latin America, the service will debut:

- **The Envoys** – a supernatural thriller co-produced with Academy Award-winning director and screenwriter, Juan Jose Campanella.
- **Cecilia** – a female-led dramedy from renowned Argentine writer and director Daniel Burman and starring acclaimed Mexican actress Mariana Trevino.

Subscription pricing will vary slightly by market, but Paramount+ will be available to international audiences at a compelling price point.

Internationally, Paramount+ will be available online at ParamountPlus.com, via the Paramount+ app for iOS and Android, and across a number of connected TV devices and OTT platforms. The service will also have broad distribution on major platforms in international markets, including Claro Video, Mercado Libre, Izzi & Claro Brazil in Latin America, and Nuuday, Telenor and Allente in the Nordics.

About ViacomCBS Networks International (VCNI)

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 Channel 5, Telefe, Network 10, Nickelodeon, MTV, Comedy Central, BET, Paramount Network, as well as streaming services Paramount+ and PlutoTV, and ViacomCBS International Studios, 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.



VIACOMCBS

Paramount+

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ABOUT VIACOMCBS NETWORKS ASIA

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ViacomCBS Networks Asia