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Viacom Names Kern Schireson Chief Data Officer

Schireson to Leverage Best-in-Class Data Capabilities Across Global Organization

NEW YORK--(BUSINESS WIRE)-- Viacom Inc. (NASDAQ: VIAB, VIA) today announced that Kern Schireson has been appointed Executive Vice President and Chief Data Officer, effective immediately.

In this newly-created position, Schireson will be responsible for expanding Viacom's market-leading data capabilities across all areas of the company's domestic and international business, including its television, theatrical, events, consumer products, and digital business units.

Schireson will report directly to Wade Davis, Executive Vice President and Chief Financial Officer of Viacom, and will work closely with the company's leadership team to implement a variety of data-driven initiatives. These include extending Vantage, Viacom's market-leading data-driven advertising platform, across the global television marketplace; accelerating the growth of advanced data science at Paramount; building a foundation to incorporate new uses of data in Viacom's Events and Consumer Products businesses; and forging data-based partnerships for Viacom across the digital and social ecosystems.

Bob Bakish, President and CEO, said, "As we look to the future of Viacom, it is absolutely clear that our deep data and analysis expertise will play a critical role in growing our company and unlocking the full power of our incredible portfolio. Kern has assembled a consumer intelligence team that is second to none in the media and entertainment industry, and I could not be more excited by the opportunity to leverage our unique capabilities across each of our brands."

Kern Schireson said, "Viacom is already leading the industry when it comes to data-enabled marketing solutions. I am looking forward to advancing our leadership, while enabling new data-driven innovation across our business. There are so many places where we can support our world-class brands with advanced capabilities that enhance audience experiences, extend our leadership in new platforms, enable innovative partnerships, and drive real value across the portfolio."

Schireson previously served as Viacom's Executive Vice President of Data Strategy and Consumer Intelligence, where he oversaw the Strategic Insights and Research team as well as the Audience Science, Data Strategy, and Corporate Business Development teams. He played an instrumental role in the creation of Viacom Vantage, Viacom's data-driven advertising initiative and the launch of Viacom's 2016 Datafront, a first-of-its-kind event for the industry, which explored how data strategy is redefining television. Schireson joined Viacom in 2014 from Schireson Associates, a data science and analytics firm he founded in 2003. He graduated with a BA in Philosophy from the University of California, Los Angeles.

About Viacom

Viacom is home to premier global media brands that create compelling television programs, motion pictures, short-form content, apps, games, consumer products, social media experiences, and other entertainment content for audiences in more than 180 countries. Viacom's media networks, including Nickelodeon, Comedy Central, MTV, VH1, Spike, BET, CMT, TV Land, Nick at Nite, Nick Jr., Logo, Nicktoons, TeenNick, Channel 5 (UK), Telefe (Argentina) and Paramount Channel, reach over 3.9 billion cumulative television subscribers worldwide. Paramount Pictures is a major global producer and distributor of filmed entertainment.

For more information about Viacom and its businesses, visit www.viacom.com. Keep up with Viacom news by following Viacom's blog at blog.viacom.com and Twitter feed at www.twitter.com/viacom.

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