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Colleen Fahey Rush Named Executive Vice President, Insights & Audience Science, and Chief Research Officer of Viacom Media Networks

Appointment to Drive Research Insights Across Media Networks

NEW YORK--(BUSINESS WIRE)-- Viacom Inc. (NASDAQ: VIAB, VIA) today announced the appointment of Colleen Fahey Rush as Executive Vice President, Insights & Audience Science, and Chief Research Officer of Viacom Media Networks, effective immediately.

Reporting directly to Sarah Levy, Chief Operating Officer of Viacom's Global Entertainment Group, Rush will be responsible for Viacom Media Networks' now united Research & Audience Science team. In addition to continuing to lead the central Research & Analytics function, she will assume oversight of the dedicated research teams for MTV, VH1, Comedy Central, BET, Paramount Network, TV Land and CMT, as well as Viacom's Audience Science team, which creates advanced digital products and solutions. The Nickelodeon Research team will continue to have a dotted line report to Rush.

In her expanded role, Rush will oversee efforts to harmonize and leverage media analytics and consumer insights across Viacom's portfolio of networks to support day-to-day operations, including informing programming decisions, marketing strategies and audience development. By incorporating Viacom's Audience Science and Research teams, Rush will manage the prioritization and resourcing of digital solutions in service of Viacom's brands.

Sarah Levy said, "In Colleen's 20 years at Viacom, she has been invaluable in helping us to better understand the quickly evolving media landscape - making us smarter on topics ranging from new consumption trends to emerging technologies and cross-platform measurement tools. As research and analytics increasingly support everything we do, I am confident that having Colleen at the helm will allow us to unlock an ever growing number of valuable insights into our audiences."

Rush said, "I'm thrilled to step into my new role and help move our company closer to becoming One Viacom. By bringing together the incredibly talented executives in our newly united Research & Audience Science group, we will be better equipped than ever to collaborate, share rigorous consumer insights and deliver the very best of Viacom to our brands."

Rush most recently served as Executive Vice President and Chief Research Officer of Viacom Media Networks. Previously, she was Executive Vice President of Strategic Insights & Research at Viacom Media Networks and before that Senior Vice President, Research & Insights for VH1, CMT and Logo. Before joining Viacom in 1996, she was an Associate Partner and Director of Research at J. Walter Thompson. Rush is the chairman of the Coalition for Innovative Media Measurement (CIMM). She is also the former chairman of the Advertising Research Foundation (ARF) and currently serves on the board of directors.

Rush holds a BS in Communications from Cornell University and an MBA from New York University's Stern School of Business. She is on the Advisory Board for Cornell's Department of Communication.

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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