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Viacom Marketing & Partner Solutions Forms Advanced Advertising Group

Bryson Gordon Leads Group in the Newly Created Role of EVP, Advanced Advertising

NEW YORK--(BUSINESS WIRE)-- Viacom (NASDAQ: VIAB, VIA) today announced the formation of an Advanced Advertising group. Bryson Gordon, who will lead the group as EVP of Advanced Advertising, will report to Sean Moran, Head of Marketing & Partner Solutions, and Kern Schireson, Chief Data Officer.

The Advanced Advertising group will be tasked with leading ad product innovation and advanced analytics across all screens and platforms, leveraging a diverse team of data scientists, researchers, engineers and product managers. In addition, the team will include data and platform solution specialists in New York, Chicago, and Los Angeles who will partner with clients to design multi-platform audience targeting solutions and platform-native advertising that captures attention, engages audiences and drives impact for brands.

As part of the Advanced Advertising team's mandate, Gordon will continue to lead Viacom's participation within OpenAP, the television industry's first open platform for cross-publisher audience targeting and independent measurement, which he has been an integral part of since its inception.

This strategic alignment within Marketing & Partner Solutions underscores Viacom's commitment to advanced advertising, as well as increased collaboration and coordination around the company.

"Viacom has long established itself as a leader within the data-driven advertising space and with the formation of the Advanced Advertising group, we are furthering our investment in client-focused product innovation," said Moran. "Bryson's background and leadership, not only at Viacom, but also more broadly as a change agent for our industry, will help us continue to lead and deliver transformative advertising solutions for our partners."

Gordon previously led Data Strategy at Viacom under Schireson, launching industry-leading products including Viacom Vantage. Prior to Viacom, Gordon spent 11 years at Microsoft, holding a variety of marketing leadership roles, and before that, worked in computer security, leading the consumer product management team at McAfee.

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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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