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Viacom Strengthens Multiplatform Capabilities with Launch of Global Product Development Group

New Global Organization to Build and Scale Play Plex & Other Digital Applications

Dan Reich Promoted to Senior Vice President, Global Multiplatform Products

NEW YORK--(BUSINESS WIRE)-- Viacom Inc. (NASDAQ: VIAB, VIA) today announced the launch of the Global Product Development Group, a new, streamlined team dedicated to creating multiplatform products for audiences around the world, with a focus on video content.

The group has been charged with establishing a unified strategy for developing digital applications and websites for Viacom's teen- and adult-oriented brands, including BET, Comedy Central, MTV, Paramount Network, VH1, TV Land, CMT and Logo. It will work closely with Viacom's brands and technology, ad sales and content distribution functions to ensure these products both enhance how audiences engage with Viacom's content and support the Pay TV ecosystem, such as through the use of authenticated video.

Among the group's initial priorities is expanding Play Plex, Viacom International Media Networks' (VIMN) highly successful suite of mobile apps, to the U.S. and other key markets to create a seamless video-on-demand solution for global audiences. It is currently in the process of transitioning Viacom's worldwide websites to a single web framework, which will ultimately help to deliver tailored content to audiences based on their geographic location.

Led by Dan Reich, who has been appointed Senior Vice President, Global Multiplatform Products, the Global Product Development Group brings together product teams from across Viacom's adult brand portfolio, VIMN and corporate. In this expanded role, Reich will oversee the integration of these teams, fostering greater collaboration and helping to prioritize and scale resources. He will report to both Jason Jordan, Executive Vice President, Viacom Multiplatform Strategy & Operations, and Jose Tolosa, Chief Operating Officer, VIMN and Executive Vice President, Global Strategy, Viacom Media Networks.

Jason Jordan said, "The formation of the Global Product Development Group signals a significant evolution in the way Viacom develops multiplatform products, and no one is better suited to spearhead this critical endeavor than Dan. In line with our new corporate strategy, adopting a single global approach will help us to amplify the digital presence of our brands and create more robust, innovative and scalable digital touchpoints for our audiences."

Dan Reich said, "I am incredibly excited to be working with such a highly talented team to take Viacom's multiplatform products to the next level. Together, we will focus our global resources on platforms that truly connect with our audiences, making them faster and stronger, and fulfilling our promise to deliver premium content to audiences when they want, where they want."

Dan Reich most recently served as Senior Vice President, Multiplatform Product Strategy & Development for VIMN, where he oversaw the launch of Play Plex. Previously, he was Vice President of Strategy & Business Development for VIMN. His career with Viacom began in 2006 when he joined MTV Networks Digital Music Group as Manager of Strategy & Operations at URGE. Prior to MTV, he was Director of Business Development at WhenU, and before that, worked as a financial analyst for Salomon Smith Barney. He holds a BS in Economics and Finance as well as an MBA from the Wharton School at the University of Pennsylvania.

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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