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Viacom International Turns the #SOUNDON to Amplify Women's Voices This International Women's Day

MTV, BET, VH1 and more spotlighting messages of gender parity throughout the month of March

MTV turns "M" to "W" for second year in a row

LINK TO PROMOS: [HERE](#)

NEW YORK--(BUSINESS WIRE)-- Today Viacom International launched #SOUNDON, a linear and digital International Women's Day campaign that spotlights inspiring messages of gender equality and female empowerment from celebrities at Viacom award shows, and from talented young spoken word poets, across its platforms in nearly 180 territories.

Additionally, in multiple markets around the world including the US, Asia, Australia, Spain, Italy, South Africa, the UK and more—MTV will also be turning the M in its logo upside down for the day, with the channel's icon reading "WTV."

Featuring celebrities like P!nk, Rita Ora, Alicia Keys, Emma Watson, Jesse Williams and more, the award show spots will celebrate the power of women's voices to inspire and drive change. Original content by young spoken word poets Sophia Thakur and Olivia Gatwood will also be highlighted as part of the #SOUNDON rotations, and their powerful messages about gender equality amplified.

MTV, BET and VH1 channels in multiple regions will air the series of female empowerment shorts on linear and digital throughout the entire month of March, and in the U.S., MTV, VH1, and Logo's #SOUNDON spots will run digitally.

To participate in the #SOUNDON movement and learn more about supporting gender parity with Viacom this International Women's Day, [visit this link](#).

About Viacom International Media Networks

Viacom International Media Networks (VIMN), a unit of Viacom Inc. (NASDAQ: VIAB, VIA), is comprised of many of the world's most popular multimedia entertainment brands, including MTV, Nickelodeon, Comedy Central, BET, Paramount Channel, Channel 5 in the UK, Telefe, VH1, VIVA, COLORS, Spike, Game One and Tr3s: MTV, Música y Más. Viacom brands reach more than 3.9 billion cumulative subscribers in 180+ countries and territories via more than 200 locally programmed and operated TV channels and more than 550 digital media and mobile TV properties, in 40 languages. Keep up with VIMN news by visiting the VIMN PR Twitter feed at www.twitter.com/VIMN_PR. For more information about Viacom and its businesses, visit www.viacom.com, blog.viacom.com and the Viacom Twitter feed at www.twitter.com/Viacom

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