



COMEDY CENTRAL ANNOUNCES NEW RUSSELL HOWARD DEAL

CHANNEL COMMISSIONS TWO BRAND-NEW SHOWS, ACQUIRES FULL 'RUSSELL HOWARD'S GOOD NEWS' CATALOGUE & GAINS BROADCAST RIGHTS TO FOUR LIVE STAND-UP SPECIALS

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London, Thursday 12 June 2014: Comedy Central today announced that it has signed a substantial new deal with **Russell Howard** featuring the comedian fronting two major new shows for the channel, the acquisition of pay TV rights to all past series plus the forthcoming series nine and 10 of 'Russell Howard's Good News,' and the broadcast rights to all four of Howard's stand-up specials

Jill Offman, MD Comedy Central UK & SVP Comedy VIMN, said: "Ever since I saw Russell Howard's live stand up show five years ago, it has been my dream to get him on Comedy Central. The whole team loves his work and he has massive appeal with our audience. To be able to broadcast his work across several genres: an exclusive stand-up series from here in Camden, comedy travelogues, his popular stand-up and the library for Russell Howard's Good News is great news for us and our viewers, plus it further demonstrates our commitment to UK content."

Russell Howard added, "I'm massively looking forward to these shows with Comedy Central. Should be a hoot."

The first of the commissions to enter production is a stand-up show. Three 10x30' episode series have been ordered of the show that will be hosted by Howard and will feature him perform his own exclusive material as well as introduce two additional acts per episode. Series one of the show is earmarked to be recorded later this year in Camden, an area of London renowned for its comedy and popularity among young people, as well as being the home of Comedy Central. Transmission is scheduled for early to mid-2015.

The channel's second commission with Howard is an adventure comedy that follows the comedian on his next international tour. Two 6x30' episode series have been agreed, with the first series accompanying Howard to the US as he embarks on his biggest state-side tour to date. In addition to watching him perform in front of an international audience, viewers will have the chance to get to know the man behind the jokes as they follow him on the road, witnessing his interactions with the array of colourful characters he meets as he travels across the country. Production will take place during 2016 with broadcast scheduled later that year.

Rounding out Comedy Central's deal with Howard and Avalon is the acquisition of the pay TV rights to each series to date, plus the next two upcoming series, of '**Russell Howard's Good News.**' This will see Comedy Central becoming the pay TV home to the show that is already hugely popular with the

channel's 16-34 year-old target audience. In addition, Howard's **four stand-up specials** will air on Comedy Central, including the premiere of *Wonderbox* - his most recent world tour.

The deal between Comedy Central, Avalon and Russell Howard was brokered by **Louise Holmes, VP Programming Comedy Central and Avalon.**

Ends

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About Comedy Central:

Comedy Central is a leading Pay TV General Entertainment channel and is part of Viacom International Media Networks (VIMN). A joint venture between VIMN (75%) and BSkyB (25%), Comedy Central airs on the Sky and Virgin Media platforms. Comedy Central launched in the UK in April 2008 and has since grown by a phenomenal 82%. **The channel broadcasts a mix of hit US acquisitions and original UK productions targeting a 16-34 year-old audience. Popular shows include *Two and a Half Men*, *Mike and Molly*, *The Middle*, *The Daily Show*, *South Park* and *Friends*.** In 2012 Comedy Central aired its first local commission *Threesome* which received both critical acclaim and high ratings. A subsequent series followed as well as the channel's second commission *Alternative Comedy Experience*. In 2013 *Seann Walsh World* and *Big Bad World* made their debut with further commissions set to follow. In addition to the main Comedy Central channel are **Comedy Central +1, Comedy Central Extra and Comedy Central Extra +1 providing audiences with more viewing opportunities and more fantastic content**