



Comedy Central UK acquires hit comedy shows **BILLY ON THE STREET** and **FAMELESS**

London, 23 February 2016: Comedy Central UK announced today it has acquired the exclusive UK broadcast rights to **BILLY ON THE STREET** from Red Arrow International, and **FAMELESS** from Electus International.

Brad Wood, Director of Acquisitions Comedy Central UK and MTV, commented: "Billy on The Street and Fameless are natural fits on Comedy Central as we expand our slate of non-scripted programming. Prank shows like Fameless are always a big hit with our audience and Billy Eichner is one of the funniest guys around, bringing with him some of the biggest A-listers to play silly games on the streets of New York."

Billy on the Street is a pop culture game show that follows unfiltered and unapologetic comedian Billy Eichner as he hits the streets of New York City to test unsuspecting passers-by. Billy and his celebrity guests give contestants the chance to win cash and other prizes by playing games such as "Quizzed in the Face," "Beg a Stranger" or "Compliment His Hair." Celebrity guests include Will Ferrell, Lindsay Lohan, Julianne Moore and Chris Pratt.

Fameless, which will air on Comedy Central UK under the title 'Fameless Prankers', is a prank show hosted by comedian and actor David Spade about how far real people will go for a moment in the spotlight. Each week, the series features a group of unsuspecting desperate-to-be-famous individuals who believe they've been cast on a reality show. However, unbeknownst to them, they are really filming a parody with improv actors creating over-the-top scenarios that steadily increase the ridiculousness of each situation - testing the patience of everyone not in on the joke.

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Notes to Editors:

About Comedy Central UK:

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 Sky, Virgin Media, TalkTalk, BT Vision, YouView, VUTV on Freeview and on UPC in the Republic of Ireland, as well as being a leading creator of programming and content across all media platforms. Since launching in the UK in April 2009, Comedy Central's ratings have gone up 42% and share has grown by a phenomenal 69%. The channel broadcasts a mix of hit US acquisitions and original UK productions targeting a 16-34 year-old audience. Popular shows include *Impractical Jokers*, *The Middle*, *South Park* and *Friends*. In 2015 Comedy Central aired its first two international commissions, *Brotherhood* and *I Live With Models*, and two new local commissions, *Drunk History* and *Russell Howard's Stand Up Central*, also debuted on the channel in the UK. 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.