

EX ON THE BEACH DELIVERS MTV UK'S HIGHEST EVER LAUNCH AUDIENCE AMONGST 16-34s

London, 23 April 2014: MTV UK's devious new dating show **Ex On The Beach** has smashed ratings records, achieving the highest average audience amongst 16-34s for the launch episode of a new series in the channel's history.

The premiere episode of Ex On The Beach, which transmitted for the first time at 10pm last night (Tuesday 22nd April), attracted 250,000 viewers aged 16-34, which was 34% higher than the launch episode of season 1 of Geordie Shore in 2011 and 73% higher than the launch episode of The Valleys in 2013.

During the time slot, MTV ranked 2nd in all UK TV homes for 16-34 viewers, behind only BBC1.

Ex on the Beach also generated high levels of engagement on social media, with almost 48,000 tweets about the show during the day.

Kerry Taylor, SVP, General Manager for MTV UK, said: "We're absolutely thrilled with the reaction to the first episode, both in terms of the record ratings amongst our target audience but also the incredible buzz there has been around the show on social media. With a great cast and storylines we're confident the show will continue to produce great ratings for us and will prove to be a break-out hit for MTV both in the UK and internationally."

Ex on the Beach is produced for MTV UK by Whizz Kid Entertainment and will air across MTV's international network of more than 60 channels across Europe, Asia, Africa, Latin America and Australia. The show is commissioned by MTV UK's VP, Production, Steve Regan, and executive produced by Regan and Lisa Chapman and Suzanne Readwin for Whizz Kid Entertainment.

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