

## **MTV AND LIONSGATE PARTNER FOR WORLD EXCLUSIVE MOVIE TRAILER LAUNCH ON SNAPCHAT**

**Exclusive preview of *Absolutely Anything* to air on MTV's Snapchat Discover on May  
2<sup>nd</sup>**

**Partnership marks first time Lionsgate has launched promo campaign via mobile app**

London, 1 May 2015 – Viacom International Media Networks has struck a deal for the world exclusive premiere of the trailer for Lionsgate's upcoming movie release *Absolutely Anything* to be aired on MTV's Snapchat Discover account in the UK.

The trailer for the British comedy will premiere this Saturday (2<sup>nd</sup> May) for one day only on the photo messaging platform and is part of a broader deal brokered by Viacom International Media Networks Ad Sales and Brand Solutions team, which also includes integrated sponsorship of the MTV daily edition within the Discover Snapchat platform around the release of the trailer, as well as closer to the theatrical launch in August.

**Philip O'Ferrall, SVP Digital, Viacom International Media Networks commented:** "We are constantly looking for innovative and creative ways to work with our partners who want to engage with the MTV demographic. This partnership with Lionsgate gives us a great opportunity to provide our fans with content we know will excite them, while Snapchat offers us the perfect platform to reveal this world exclusive straight to their most cherished devices."

**Rachel Masuku, Digital Marketing Manager commented** "Lionsgate always strives to push the creative boundaries of film marketing and this partnership marks the first asset launch that will be exclusively in a mobile app, marking the shift into Lionsgate's 'digital first' strategy. For us, it's about being contextually relevant, driving engagement and driving fans to the cinema - partnering with MTV puts our films in the heart of our audience."

MTV has had previous success using Snapchat when it incorporated the app into its digital marketing campaign for series 6 of its hit reality show *Geordie Shore* - believed to be the first time a television show had used the social media tool to distribute exclusive content and drive audience engagement.

*Absolutely Anything*, which stars Simon Pegg, Kate Beckinsale and Robin Williams in his final film role will be released in UK cinemas in August.

**ENDS**

**For more information please contact:**

Seema Alibhai	+44203 5802106	<a href="mailto:seema.alibhai@vimn.com">seema.alibhai@vimn.com</a>
Anna Dally	+44203 5802104	<a href="mailto:anna.dally@vimn.com">anna.dally@vimn.com</a>

**About Viacom International Brand Solutions:**

VIMN Advertising & Brand Solutions is Viacom's international in-house brand solutions sales business. It represents all the TV, digital and mobile channels of Viacom International Media Networks – including MTV, Nickelodeon, Comedy Central, BET, non-premium Paramount Pictures branded channels, VH1, VIVA, MTVHD, COLORS, and Spike. Viacom brands are seen globally in more than 3.2 billion households in approximately 170 territories and 40 languages via more than 200 locally programmed and operated TV channels and more than 550 digital media and mobile TV properties.