



Sam Delaney joins Comedy Central as Editor in Chief – Digital for Comedy Central UK

London, 31st March: Comedy Central UK today announces the appointment of former Heat Editor Sam Delaney as Editor in Chief, Digital.

Delaney has joined the leading comedy network to further develop its digital presence to rival the biggest and best comedy offerings across the web today. He has been tasked with commissioning original content from a broad array of comic talent and creating a hub for a variety of funny videos, lists, quizzes and articles featuring big name celebs from the digital landscape. In addition, he will be curating an extensive digital viewing catalogue, comprising clips from programmes on the UK channel as well as the very best of comedy sensations currently airing on Comedy Central in the US and never previously seen by audiences in this country.

Jill Offman, MD Comedy Central UK, SVP, Comedy for VIMN commented, "Having worked on youth brands such as Heat, Sam is exactly the sort of person I want on board to help deliver our digital vision. His expertise in engaging with 16-34s will be instrumental in helping us create a digital offering that our young audience will really love and want to actively participate in."

Currently Delaney hosts shows on sport radio station talkSPORT and on BBC London. His writing appears in The Observer, The Telegraph, The Guardian and The Big Issue. He also has a weekly slot on Sky News Sunrise with Eamonn Holmes and is a regular pundit and contributor on Radio 4 Today programme, Channel 4 News, BBC 5 Live and the Guardian's Media Podcast.

Prior to this he was hired as editor of Heat magazine where he oversaw weekly circulation figures of over 400,000 and was nominated for numerous industry awards during his two years in charge. He didn't win any but, on the bright side, he got to meet Harry Styles on three separate occasions and once took Kylie to lunch. She had eggs Florentine.

"Comedy Central has always been the home of TV LOLs and I'm very excited about making it the home of internet LOL's as well. We'll be providing a platform for comedy fans to watch, enjoy and share all types of funny stuff, ranging from viewer videos to material from well-known writers, performers and filmmakers. Plus, we'll be roping in some random celebs to make fools of themselves for our audience too."

Ends

For Further Information:

Amanda Browne

PR Manager
Comedy Central UK
T: +44 203 580 2110
E: amanda.browne@comedycentral.co.uk

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 the Sky and Virgin Media platforms. Comedy Central launched in the UK in April 2009 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*, *Anger Management*, *Friends*, *The Daily Show*, *South Park*, *Mike & Molly*, *Tosh.0* and *Whitney*. 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 two further commissions debuted, *Seann Walsh World* and *Big Bad World*. In addition to the main Comedy Central channel are Comedy Central +1, Comedy Central Extra and Comedy Central Extra +1 providing audiences with further viewing opportunities and more fantastic content.