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VIACOM INTERNATIONAL
MEDIA NETWORKS



SARAH MULLER APPOINTED HEAD OF CHILDREN'S, CHANNEL 5

London, 28th September, 2016 – Viacom International Media Networks (VIMN) has announced the appointment of **Sarah Muller** as **Head of Children's** at Channel 5. Muller will be responsible for the commissioning and acquisition of children's programming for Channel 5 and will also oversee the popular programming strand, Milkshake! Driving children's content across Channel 5's linear and digital platforms as well as in-market events, Muller will report to Channel 5's Chief Operating Officer, Paul Dunthorne and General Manager of Nickelodeon UK & Ireland, Alison Bakunowich. Muller will begin her new position on **21st November**.

"Sarah has a wealth of experience in the children's television industry across both live action and animation and her expertise will help us grow Milkshake into the leading pre-school destination for British families," said **Dunthorne**. "2016 has been one of the most successful years in Channel 5's and Milkshake's history and we are confident that with Sarah's appointment, the pre-school strand will continue to go from strength to strength."

Currently BBC Creative Director – Scripted, Animation, Co-Production & Feature Film, Sarah Muller is a passionate advocate of UK children's content and has developed projects including 'Danger Mouse', 'Strange Hill High', 'Harriet's Army', 'Wolfblood', 'The Dumping Ground' and 'Just William'. Before her tenure at CBBC Sarah was Managing Director at Elephant Productions. Also a producer, Muller's credits include the multi-award winning, ratings success 'Grizzly Tales For Gruesome Kids' (CITV). She also developed the BAFTA-winning drama series 'The War Diaries of Alastair Fury' (BBC1).

Sarah Muller said: "I am thrilled to be joining Channel 5. To helm children's content on the network is a huge opportunity. Milkshake is a beloved block for UK families and I cannot wait to begin working with the programming team on elevating the brand across multiple platforms and enhancing the Channel 5 children's offering."

Muller joins Channel 5 as Milkshake enjoys its most successful year for share of viewing with the block delivering year-on-year increases in share for all kids 4-15, kids 4-9, home with kids and home with kids 0-3. The success is replicated across platforms; since October 2015, Milkshake VOD views have increased by 24%. With programming including *PAW Patrol*, *Noddy*, *Toyland Detective*, *Peppa Pig* and *Wissper*, Milkshake is the number one kid's breakfast destination and will welcome the animated commission *Winnie and Wilbur* starring Bill Bailey and Katy Brand in 2017.

About Milkshake!

Channel 5's Milkshake is home to some of the world's favourite preschool characters. There is a range of stimulating and engaging programmes that include strong story led animation, genuine documentaries for pre-schoolers and presenter led high quality musical entertainment. Channel 5 broadcasts 24 hours of children's programmes every week. Milkshake is on air from 0600 - 0915 every weekday and 0600 - 10.00 on Saturday and Sunday. For further information visit www.milkshake.tv

About Channel 5

Channel 5 launched as Britain's fifth public service channel in March 1997 and has been owned by Viacom International Media Networks since September 2014. Channel 5, 5STAR, 5USA and Spike reach 4 in 5 of the UK viewing public each month with a broad mix of popular content for all the family across entertainment, documentaries, sport, drama from the UK and US, films, reality, comedy, children's and news. My5 is a new service allowing viewers to watch content online for free from Channel 5, 5STAR, 5USA, and Spike.

About Viacom International Media Networks

Viacom International Media Networks (VIMN), a unit of Viacom Inc. (NASDAQ: VIA, VIAB), is comprised of many of the world's most popular multimedia entertainment brands, including MTV, Nickelodeon, Comedy Central, BET, Paramount Channel, VH1, VIVA and COLORS. Viacom brands are seen globally in more than 600 million households in 170 territories and 37 languages via more than 200 locally programmed and operated TV channels and more than 550 digital media and mobile TV properties. For more information about Viacom and its businesses, visit www.viacom.com. Keep up with Viacom news by following Viacom's blog at blog.viacom.com and Twitter feed at www.twitter.com/Viacom.

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