

PARAMOUNT CHANNEL TO LAUNCH IN RUSSIA AND HUNGARY

VIMN 24-hour movie channel available in four global markets after launches in Spain, France

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London, 18 February 2014 – Viacom International Media Networks (VIMN) is extending global distribution for the **PARAMOUNT CHANNEL** having struck deals to launch the 24-hour TV film network with affiliate partners in Russia and Hungary this month (February).

In Russia, VIMN has struck a deal with Rostelecom, which operates the country's largest cable TV network, to make a Russian language version of the service available from today to its Interactive TV subscribers as part of the key interactive 'Movie' and 'Maximum' TV packages. **PARAMOUNT CHANNEL HD** will also be available to Rostelecom viewers.

In Hungary, a distribution agreement has been signed with affiliate partners Tarr Kft., PR Telekom, Invitel and Magyar Telekom to launch a different, localized feed of the channel, which launched on 14th February.

Pay TV households in Russia and Hungary will be amongst the first globally to be able to access **PARAMOUNT CHANNEL**, which previously launched in Spain (2012) and France (2013).

PARAMOUNT CHANNEL will offer viewers in both Russia and Hungary a selection of successful and acclaimed films from the library of Paramount Pictures, which is owned by VIMN's parent company, Viacom Inc., and is one of the world's leading producers of filmed entertainment. In Hungary, the channel's line-up will also be expanded to offer contemporary classics from other American film studios and some of the best European movies from the last few decades.

Like the rest of VIMN's channels in both Russia and Hungary, **PARAMOUNT CHANNEL** will be fully localized in both markets, with dubbed content, local promos and channel idents.

David Lynn, Managing Director, VIMN UK, Australia and Central and Eastern Europe, commented: "We're delighted that Russia and Hungary will be amongst the first markets globally to introduce the **PARAMOUNT CHANNEL** brand and its world class line-up of films to pay TV audiences. We're confident it will be a strong and complementary addition to our channel portfolio and will help us continue to grow our share of key audiences in these important European markets."

The **PARAMOUNT CHANNEL** will be VIMN's fourth fully localized network in Russia alongside: Nickelodeon, which ranks as the #1 thematic TV channel in Russia by share of viewing¹; and, Paramount Comedy, which grew its daily reach by 112% amongst 18-34s during 2013 (*Oct-Dec 13 vs. Oct-Dec 12*)²; and, MTV, which re-launched in October 2013.

The **PARAMOUNT CHANNEL** will be the seventh fully localized network that VIMN has launched in Hungary alongside: Nickelodeon, which ranks as the highest rating kids channel amongst 4-14 year-olds, and Nick Jr.; Comedy Central, which ranks as the fourth most popular cable channel in

¹ Calculated share based on figures provided by TNS

² TNS TV Index Plus

Hungary in the 18-49 demographic, and Comedy Central Extra; MTV, the world's premier youth entertainment brand; and, entertainment channel VIVA Hungary³.

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About PARAMOUNT CHANNEL™

Paramount Channel is a 24-hour television network featuring the movies of Paramount Pictures, America's oldest motion picture studio and one of the world's leading producers of filmed entertainment. Paramount Channel creates a contemporary and unique environment for audiences to celebrate film, documentaries and behind-the-scenes features. Viewers are given access to Paramount Pictures' vast library of beloved, award-winning films – from visionary epics to heart-wrenching romances to blockbuster franchises, all created by the best talent and filmmakers in the business. Paramount Channel is part of Viacom International Media Networks (VIMN), a division of Viacom Inc. (NASDAQ: VIAB, VIA).

About Viacom International Media Networks

Viacom International Media Networks (VIMN), a unit of Viacom Inc. (NASDAQ: VIAB, VIA), is comprised of many of the world's most popular multimedia entertainment brands, including MTV, Nickelodeon, Comedy Central, BET, Paramount Channel, VH1, VIVA, COLORS, Game One and Tr3s: MTV, Música y Más. Viacom brands are seen globally in more than 700 million households in approximately 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. Keep up with VIMN news by visiting the VIMN PR Twitter feed at www.twitter.com/VIMN_PR. For more information about Viacom and its businesses, visit www.viacom.com, blog.viacom.com and the Viacom Twitter feed at www.twitter.com/Viacom.

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³ All Hungary data, source AGB Nielsen Hungary, 2014, January