

VIACOMCBS

Viacom Inc. and NCTC Renew Carriage Agreement

July 30, 2019

LENEXA, Kan. & NEW YORK--(BUSINESS WIRE)--Jul. 30, 2019-- Viacom Inc. (NASDAQ: VIAB, VIA) and The National Cable Television Cooperative (NCTC) today announced a renewed distribution agreement allowing for continued carriage of Viacom's media networks by NCTC's more than 750 member companies.

"We are pleased to reach an early agreement that extends our long-standing partnership with the NCTC," said Tom Gorke, EVP, Head of Distribution and Business Development, Viacom. "NCTC operators play an essential role in serving local communities, and we look forward to continuing to work closely with them to help drive member priorities and entertain their customers with our leading portfolio of entertainment brands."

"Viacom is a great partner, and the early renewal of our Viacom agreement reinforces our strengthened relationship," said Judy Meyka, EVP of Programming for NCTC. "We are happy to have reached a deal that provides value to all parties and, more importantly, provides our members and their customers with continued access to compelling content and programming options from Viacom."

Terms of the agreement were not disclosed.

About the National Cable Television Cooperative

The National Cable Television Cooperative, Inc. (NCTC) is a Kansas-based, not-for-profit corporation that operates as a programming and hardware purchasing organization for its member companies who own and operate cable systems throughout the U.S. and its territories. NCTC seeks to maximize current and future opportunities to ensure the profitability, competitive stature and long-term sustainability of its member companies. NCTC represents more than 750-member companies in programming and technology acquisition. NCTC is actively engaged in helping network providers and suppliers evolve their business models to deploy new video/data solutions to match the changes in the media landscape.

About Viacom

Viacom creates entertainment experiences that drive conversation and culture around the world. Through television, film, digital media, live events, merchandise and solutions, our brands connect with diverse, young and young at heart audiences in more than 180 countries.

For more information on Viacom and its businesses, visit www.viacom.com. Keep up with Viacom news by following us on Twitter (twitter.com/viacom), Facebook (facebook.com/viacom) and LinkedIn (linkedin.com/company/viacom).

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Press

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