

# VIACOMCBS

## Hello, Jerry! Viacom Acquires Exclusive Cable Rights to Seinfeld From Sony Pictures Television

September 22, 2019

Viacom's Entertainment Brands to Begin Airing *Seinfeld* in 2021 ... Yada Yada Yada ... Select Episodes Will Also be Available to Stream on Authenticated Viacom Websites and Apps

NEW YORK--(BUSINESS WIRE)--Sep. 21, 2019-- [Viacom](#) (NASDAQ: VIAB, VIA) today announced the acquisition of *Seinfeld* from Sony Pictures Television, in a deal that features the exclusive cable rights for all 180 episodes of the iconic series. Beginning in October 2021, the full library of *Seinfeld* episodes will air amongst Viacom's entertainment brands, including [Comedy Central](#), [Paramount Network](#) and [TV Land](#). Additionally, catch-up episodes will be available through Viacom brands via authenticated video on demand, websites and apps. The deal was closed by Barbara Zeneri, EVP, Viacom Global Program Acquisitions, and Flory Bramnick, EVP, US Distribution, for an undisclosed sum and a loaf of marble rye after a spirited Festivus feats of strength competition.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20190921005015/en/>



(Photo: Sony Pictures Television)

questions. Often described as "a show about nothing," *Seinfeld* mines the humor in life's mundane situations like waiting in line, searching for a lost item, or the trials and tribulations of dating. Co-starring are Julia Louis-Dreyfus as Jerry's ex-girlfriend and current platonic pal, Elaine Benes; Jason Alexander as George Costanza, Jerry's neurotic hard-luck best friend; and Michael Richards as Jerry's eccentric neighbor, Kramer.

*Seinfeld* is a West/Shapiro Production in association with Castle Rock Entertainment. *Seinfeld* was created by Larry David and Jerry Seinfeld and executive produced by Larry David, Howard West, and George Shapiro.

### About Sony Pictures Television

Sony Pictures Television (SPT) is one of the television industry's leading content providers, producing, distributing and carrying programming worldwide in every genre and for every platform. In addition to managing one of the industry's largest libraries of award-winning feature films, television shows and formats, SPT is home to a thriving global content business, operating 24 wholly-owned or joint-venture production companies in 12 countries, as well as linear and digital channels around the world. Sony Pictures Television is a Sony Pictures Entertainment Company.

### About VPAG

Viacom Program Acquisitions Group (VPAG) is responsible for the coordination of program acquisitions across multiple Viacom platforms and brands. VPAG harnesses the collective buying power of Viacom in negotiating series and movie licenses by synchronizing multi-channel deals and program buys across the Company portfolio.

### About Viacom

"We're extremely proud to bring this little-known series to our viewers. With the right programming and promotion, we believe we'll finally get *Seinfeld* the recognition it truly deserves, as merely the greatest sitcom of all-time," said Kent Alterman, President of Comedy Central, Paramount Network, TV Land and Vandelay Industries.

John Weiser, President, First Run Television for Sony Pictures Television said, "*Seinfeld* airing on Comedy Central and the Viacom networks brings together the greatest comedy of all time, with the best brands in cable. This was a tremendous team effort and we are delighted to be working with the first class executives at Viacom who are experts in programming and promotion. For a show about Nothing, this is really Something!"

An Emmy and Golden Globe-winner for Best Comedy Series, *Seinfeld* is one of the most popular, most award-winning and longest-running comedy series of all time. Jerry Seinfeld stars as a stand-up comedian whose life in New York City is made even more chaotic by his quirky group of friends who join him in wrestling with life's most perplexing, yet often trivial

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](http://www.viacom.com). Keep up with Viacom news by following us on Twitter ([twitter.com/viacom](https://twitter.com/viacom)), Facebook ([facebook.com/viacom](https://facebook.com/viacom)) and LinkedIn ([linkedin.com/company/viacom](https://linkedin.com/company/viacom)).

View source version on businesswire.com: <https://www.businesswire.com/news/home/20190921005015/en/>

Source: Viacom

For Viacom

Jake Urbanski

310-481-3757

[jake.urbanski@viacom.com](mailto:jake.urbanski@viacom.com)

For Sony Pictures Television

Stacy Weitz

310-244-8834

[Stacy.Weitz@spe.sony.com](mailto:Stacy.Weitz@spe.sony.com)