

VIACOMCBS

Comcast and ViacomCBS Announce “SkyShowtime,” a New Streaming Service to Launch in Select European Markets

August 18, 2021

Subscription Video on Demand Partnership to Include Premium and Original Content from Sky, NBCUniversal, Universal Pictures, Peacock, Paramount+, SHOWTIME®, Paramount Pictures, and Nickelodeon

SkyShowtime to Roll Out in 20+ European Markets Including Spain, Portugal, The Nordics, Netherlands, Central and Eastern Europe starting in 2022

Press Assets Available [HERE](#)

LONDON & NEW YORK & PHILADELPHIA--(BUSINESS WIRE)--Aug. 18, 2021-- Comcast Corporation (NASDAQ: CMCSA) and ViacomCBS Inc. (NASDAQ: VIAC, VIACA) today announced a partnership to launch a new subscription video on demand (SVOD) service in more than 20 European territories encompassing 90 million homes. SkyShowtime will bring together decades of direct-to-consumer experience and the very best entertainment, movies, and original series from the NBCUniversal, Sky and ViacomCBS portfolio of brands, including titles from SHOWTIME, Nickelodeon, Paramount Pictures, Paramount+ Originals, Sky Studios, Universal Pictures, and Peacock. The service's vast slate will span all genres and audience categories, including scripted dramas, kids and family, key franchises, premiere movies, local programming, documentaries/factual content, and more.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20210818005282/en/>

The new SVOD service is expected to launch in 2022, subject to regulatory approval. It will ultimately be available to consumers in Albania, Andorra, Bosnia and Herzegovina, Bulgaria, Croatia, Czech Republic, Denmark, Finland, Hungary, Kosovo, Montenegro, Netherlands, North Macedonia, Norway, Poland, Portugal, Romania, Serbia, Slovakia, Slovenia, Spain, and Sweden.

SkyShowtime will be home to 10,000+ hours of entertainment from some of the top creators and most beloved content from around the world. The new service will include first-run, new movies and TV seasons launching every month with a quality library of all-time favorites, classics, and family and kids programming.

“With the launch of SkyShowtime we are well positioned to utilize our global content engine to create a compelling streaming offering, quickly and at scale, with a smart strategic phased investment,” said Raffaele Anecchino, President & Chief Executive Officer of ViacomCBS Networks International. “As a complement to our recently announced Paramount+ partnership with Sky in the UK, Italy, and Germany, SkyShowtime represents a huge opportunity to accelerate our market expansion and build a leadership position in SVOD in Europe.”

“Our new streaming service, SkyShowtime, will combine the best of the US and Europe with iconic brands and world-class entertainment for millions of consumers in more than 20 new markets in Europe,” said Dana Strong, Group Chief Executive, Sky. “On the heels of Peacock coming to Sky, this partnership provides an innovative approach to quickly scale internationally and monetize content across Europe. Drawing on the strength of the incredible programming from NBCUniversal, Sky, and ViacomCBS, and powered by Peacock’s platform technology, SkyShowtime will provide a truly compelling lineup for the whole family and strong brand recognition across these regions.”

The partnership will be structured as a joint venture, with equal investment and joint control by ViacomCBS and Comcast. Further detail on the SkyShowtime service offering, including subscription price, will be announced at a later date.

About Comcast Corporation

Comcast Corporation (Nasdaq: CMCSA) is a global media and technology company that connects people to moments that matter. We are principally focused on broadband, aggregation, and streaming with 57 million customer relationships across the United States and Europe. We deliver broadband, wireless, and video through our Xfinity, Comcast Business, and Sky brands; create, distribute, and stream leading entertainment, sports, and news through Universal Filmed Entertainment Group, Universal Studio Group, Sky Studios, the NBC and Telemundo broadcast networks, multiple cable networks, Peacock, NBCUniversal News Group, NBC Sports, Sky News, and Sky Sports; and provide memorable experiences at Universal Parks and Resorts in the United States and Asia. Visit www.comcastcorporation.com for more information.

About ViacomCBS

ViacomCBS (NASDAQ: VIAC; VIACA) is a leading global media and entertainment company that creates premium content and experiences for audiences worldwide. Driven by iconic consumer brands, its portfolio includes CBS, Showtime Networks, Paramount Pictures, Nickelodeon, MTV, Comedy Central, BET, Paramount+, Pluto TV and Simon & Schuster, among others. The company delivers the largest share of the U.S. television audience and boasts one of the industry's most important and extensive libraries of TV and film titles. In addition to offering innovative streaming services and digital video products, ViacomCBS provides powerful capabilities in production, distribution and advertising solutions.

For more information about ViacomCBS, please visit www.viacomcbs.com and follow @ViacomCBS on social platforms.

VIAC-IR

View source version on [businesswire.com](https://www.businesswire.com/news/home/20210818005282/en/): <https://www.businesswire.com/news/home/20210818005282/en/>

Media Contacts:

Comcast

Jennifer Khoury (215) 286-7408

John Demming (215) 286-8011

ViacomCBS

Justin Dini (917) 216 7629

Kate Laverge (347) 754-1677

Sky

Andrew Swailes (011) 44 7975 688993

Investor Contacts:**Comcast**

Marci Ryvicker (215) 286-4781

ViacomCBS

Anthony DiClemente (917) 796-4647

Source: VIACOMCBS INC.