

VIACOMCBS

ViacomCBS Announces Expanded Distribution Agreement with Hulu

January 4, 2021

New Deal Brings 14 Additional ViacomCBS Cable Networks to Hulu + Live TV, Including BET, Comedy Central, MTV and Nickelodeon

NEW YORK--(BUSINESS WIRE)--Jan. 4, 2021-- ViacomCBS (NASDAQ: VIACA, VIAC) today announced a new distribution agreement that adds more content from ViacomCBS' leading portfolio of news, entertainment and sports networks to Hulu's live TV subscription streaming service, Hulu + Live TV.

The comprehensive, multi-year deal includes continued carriage of CBS broadcast stations, CBS Sports Network, Pop TV, Smithsonian Channel, and The CW, as well as continued distribution of ViacomCBS' premium subscription service, SHOWTIME®. The deal will also introduce fourteen additional ViacomCBS networks to Hulu + Live TV, including BET, Comedy Central, MTV, Nickelodeon, Paramount Network, VH1, CMT, Nick Jr., TV Land, BET Her, MTV2, NickToons, TeenNick and MTV Classic.

"We are excited to have reached an expanded agreement with Hulu that underscores the value of our powerful portfolio of brands to next-generation TV platforms and viewers," said Ray Hopkins, President, U.S. Networks Distribution, ViacomCBS. "Hulu continues to be a great partner, and this agreement ensures that Hulu + Live TV subscribers are now able to enjoy the full breadth of our leading content across news, sports and entertainment for the first time."

Financial terms of the agreement were not disclosed.

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, CBS All Access, Pluto TV and Simon & Schuster, among others. The company delivers the largest share of the US 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 partners on five continents.

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

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