



## **VIACOM AND MOVIO PARTNERSHIP TRANSFORMS HOW FILM STUDIOS USE DATA TO REACH MOVIEGOERS**

### **Viacom Vantage Adds Movio's Comprehensive Audience Data To Deliver Industry's Most Effective Movie Marketing Campaigns Across Viacom's Media Networks**

(New York and Auckland, NZ; March 14<sup>th</sup>, 2018) – Viacom Inc. (NASDAQ:VIAB, VIA) and Movio, the global leader in marketing data analytics and campaign management solutions for the film industry, have entered into a partnership that combines the power of Movio's comprehensive moviegoer data with Viacom Vantage's renowned advanced advertising capabilities. Viacom is the only media company to connect Movio's extensive consumer data to set-top box viewing data, providing film studios with the unprecedented ability to deliver marketing campaigns at scale with more precision and impact than ever before.

"We're excited to join forces with Movio to introduce the most sophisticated television targeting for movie marketers available," said Bryson Gordon, Executive Vice President of Advanced Advertising, Viacom. "The ability for studio advertisers to identify and reach persuadable audiences in our premium content environment is a distinctively powerful tool to drive strong box office results."

Movio's global moviegoer database is unmatched in scale, depth and breadth, comprising of over 750 million behavioral and transactional records, including online and offline purchase behavior, on more than 100 million moviegoers across all ages and demographic groups in 36 countries for more than 5,000 film titles.

"Viacom shares our vision to transform data driven movie marketing," said Movio Chief Executive and Co-Founder Will Palmer. "Armed with Movio's advanced targeting insights, movie marketers will be able to reach the ideal audience across the Viacom portfolio of media assets. This level of accuracy, coupled with access to Viacom's premier brands, creates a unique opportunity for film studios to maximise the effectiveness of their ad spend."

### **About Viacom**

Viacom is home to premier global media brands that create compelling entertainment content - including television programs, motion pictures, short-form content, games, consumer products, podcasts, live events and social media experiences - for audiences in 183 countries. Viacom's media networks, including Nickelodeon, Nick Jr., MTV, BET, Comedy Central, Paramount Network, VH1, TV Land, CMT, Logo, Channel 5 (UK), Telefe (Argentina), Colors (India) and Paramount Channel, reach

approximately 4.3 billion cumulative television subscribers worldwide. Paramount Pictures is a major global producer and distributor of filmed entertainment. Paramount Television develops, finances and produces original programming for television and digital platforms.

For more information about Viacom and its businesses, visit ([www.viacom.com](http://www.viacom.com)). Keep up with Viacom news by following Viacom's blog at [blog.viacom.com](http://blog.viacom.com) and Twitter feed at [www.twitter.com/viacom](http://www.twitter.com/viacom).

### **About Movio**

Movio is the global leader in marketing data analytics and campaign management solutions, revolutionizing the way the film industry interacts with moviegoers. With a global database of over 100 million moviegoers, 750 million behavioral and transactional records and more than 5000 movie titles, Movio is the world's most comprehensive source of moviegoer data. The company's investment in data science and machine learning has produced market-leading technologies that redefine the possibilities of movie marketing. Movio empowers marketers to connect moviegoers with their ideal movie via online and offline channels, and link campaign data with actual ticket purchases to close the loop and measure campaign effectiveness. Movio is a company of Vista Group International Ltd (NZX & ASX: VGL).

Website: [www.movio.co](http://www.movio.co)

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