

# VIACOM INTERNATIONAL MEDIA NETWORKS



## **VANESSA WINLEY NAMED DIRECTOR OF ADVERTISING SALES AND COMMERCIAL PARTNERSHIPS, VIACOM INTERNATIONAL MEDIA NETWORKS AUSTRALIA & NEW ZEALAND**

Sydney, 26 March 2015 -- Vanessa Winley has been named the Director of Advertising Sales and Commercial Partnerships for Viacom International Media Networks (VIMN) Australia and New Zealand, it was announced today by Ben Richardson, Sr. Vice President and General Manager, VIMN Australia and New Zealand.

In this role, Ms. Winley will be responsible for overall sales performance across MTV, Nickelodeon, Nick Jr. and Comedy Central branded platforms, working closely with MCN in Australia and SKY TV in New Zealand. She will also work with VIMN's Sydney-based brand teams on locally driven commercial partnerships as well as VIMN International on pan-regional and global deals across linear and digital platforms and events.

Ms. Winley joins VIMN after over three years as Group Sales Manager at Network Ten, where she successfully created key sponsorship campaigns around properties such as *Masterchef*, *The Bachelor*, *KFC Big Bash Cricket*, the *2014 Sochi Winter Olympic Games*, and more. Prior to joining Network Ten, she held various sales and management roles at TVNZ, Hybrid Television Services and the Seven West Media Group.

"Vanessa's track record in advertising sales and commercial partnerships makes her very well suited to lead VIMN's ad sales growth in Australia and New Zealand," said Ben Richardson. "She has a wealth of experience in constructing high impact marketing partnerships and is perfectly suited to collaborate with MCN, SKY TV and our brand teams to construct engaging opportunities across MTV, Nickelodeon and Comedy Central's linear and digital platforms."

Ms. Winley will be based at VIMN's Australian headquarters in East Sydney and dual report into Mr Richardson and Mark Swift, VIMN's Sr. Vice President of UK Commercial and International Advertising Sales.

**About Viacom International Media Networks**

Viacom International Media Networks (VIMN), a unit of Viacom Inc. (NASDAQ: VIAB, VIA), is comprised of many of the world's most popular multimedia entertainment brands, including MTV, Nickelodeon, Comedy Central, BET, Paramount Channel, Channel 5 in the UK, VH1, VIVA, COLORS, Spike, Game One and Tr3s: *MTV, Música y Más*. Viacom brands are seen globally in more than 3.2 billion households in approximately 170 territories and 40 languages via more than 200 locally programmed and operated TV channels and more than 550 digital media and mobile TV properties. Keep up with VIMN news by visiting the VIMN PR Twitter feed at [www.twitter.com/VIMN\\_PR](http://www.twitter.com/VIMN_PR). For more information about Viacom and its businesses, visit [www.viacom.com](http://www.viacom.com), [blog.viacom.com](http://blog.viacom.com) and the Viacom Twitter feed at [www.twitter.com/Viacom](http://www.twitter.com/Viacom)

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