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PARAMOUNT+ BRANDED AREA TO LAUNCH ON BLAST TV IN THE PHILIPPINES

Paramount Global Expands Brand Reach in 2024 with New Multi-Year Licensing Deal

LOS ANGELES, CA – Paramount Global Content Distribution announced a deal today with Philippine-based Tap Digital Media Ventures Corp to create a Paramount+ brand extension for licensed Paramount content on its SVOD service, Blast TV, which is scheduled to launch in June. This agreement reinforces Paramount's strategy to expand the Paramount+ brand in more ways around the world, including making Paramount+ available as a direct-to-consumer streaming service, through bundled partnerships in key markets as well as through branded hubs in local markets through licensing deals.

Viewers can access their favorite scripted and unscripted series and feature films from CBS, Paramount+ Originals, SHOWTIME®, Paramount Television International Studios, Paramount Pictures, and more, as well as discover the latest Paramount entertainment content from around the globe. Paramount+ branded areas are currently available via Cosmote in Greece and Streamz in Belgium and more to come.

"We're thrilled to welcome Blast TV and their subscribers in the Philippines to the Paramount family with this landmark deal to be the first partner in South East Asia with Paramount+ branded area on their service," said Dan Cohen, Chief Content Licensing Officer, Paramount Global and President, Republic Pictures. "With a vast offering of sought-after titles across multiple content pillars, this agreement truly showcases the breadth and strength of the Paramount Global catalog."

"Blast TV as the exclusive home to Paramount+ branded area is an exciting and key business initiative for our company in 2024 as we expand our streaming content offering," says Celinda de Guia, President & CEO of Tap Digital Media Ventures. "We are honored that Paramount Global extended us this fantastic opportunity to bring a multiverse of valuable IP such as Star Trek, Taylor Sheridan series, NCIS and Transformers among many others to our subscribers."

About Paramount Global Content Distribution

Paramount Global Content Distribution is the leading distributor of premium content across multiple media platforms throughout the global marketplace. The division's portfolio is comprised of some of the world's most recognized brands, including feature films and television programs from Paramount Pictures, Republic Pictures, Paramount Television Studios, CBS Studios, CBS Media Ventures, CBS News, SHOWTIME Networks, Nickelodeon, MTV Entertainment Studios, Miramax and third-party partners. The division also has the largest distributed library of series and film titles, including global franchises such as "CSI: Crime Scene Investigation," "NCIS," "Star Trek," "SpongeBob SquarePants," "Transformers," "Mission: Impossible," and more. In addition, the division licenses a diverse lineup of scripted and unscripted formats for local production and international co-productions. Paramount Global Content Distribution is a division of Paramount.

About Tap Digital Media Ventures Corp (TapDMV)

TAPDMV is a leading Philippine media company which partners with globally recognized entertainment content producers and sport properties to deliver branded television services utilizing multiple distribution platforms which include Free To Air, Pay Television and Direct To Consumer through Blast TV. The company content portfolio includes UFC, WTA, NFL, PGA Tour, LPGA, Studio Universal, WWE Raw, WWE Smackdown, Euroleague, Champions League, Bundesliga and Volleyball Nations League.

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