

## PLUTO TV FAST CHANNELS TO LAUNCH ON 10 PLAY IN AUSTRALIA

**Starting from August 31, audiences in the market can enjoy 50+ binge-worthy, curated channels free across every genre and for all generations, including SOUTH PARK, I LOVE LUCY, HAPPY DAYS, HAWAII 0-FIVE, and new and exclusive MTV and Nickelodeon channels**

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Sydney, August 2, 2023: Pluto TV, the leading free streaming television service, announced today the launch of more than 50 FAST channels with a dedicated branded area on Paramount ANZ's digital platform 10 Play. Beginning August 31, the premium curated experience from Pluto TV will be available to audiences in the market, through a selection of Pluto TV channels across every genre, including channels such as SOUTH PARK, new and exclusive MTV and Nickelodeon channels, such as MTV REALITY, MTV THE SHORES, NICK CLASSICS and NICK TOONS, in addition to legendary titles such as I LOVE LUCY, HAPPY DAYS, DYNASTY, and more.

Olivier Jollet, Executive Vice President and International General Manager for Pluto TV said: "These 50 Pluto TV channels represent our first step to engage with Australian audiences and we are happy to mark this milestone by partnering with 10 Play, demonstrating once more the strength of our Paramount ecosystem. As pioneers in the FAST industry, we are bringing a new and unique user experience through curated channels dedicated to this market. Our mix of local and international content which matches the needs of our local audiences is what makes Pluto TV so valuable for viewers, clients, and partners across the world"

Jarrold Villani, Executive Vice President, Chief Operating and Commercial Officer and Regional Lead, Paramount Australia & New Zealand (ANZ), said: "We're excited to give our consumers a sneak peek of the ultimate lean-back experience provided by Pluto TV. We cannot wait to offer to our Australian viewers dedicated and curated content for every generation and taste featuring cult classics and global smash hit TV series to entertain devotees and lure new fans."

Jarrold added: "This announcement builds on 10 Play's success in 2023 – the biggest year ever for the platform with minutes viewed up 21% on 2022. It gives 10 Play a unique and strong point of difference in the Australian market that will build on nearly a decade of insights gathered from delivering alternate viewing experiences."

The Pluto TV FAST channels will be available on August 31 via a new dedicated Pluto TV branded area and consumer experience on 10 Play, with more content and channels to be announced closer to the launch.

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### About Pluto TV

Pluto TV, a Paramount Company, is the leading free streaming television service delivering hundreds of live linear channels and thousands of titles on-demand to a global audience. The Emmy® award-winning service curates a diverse lineup of channels, in partnership with over 400 international media

companies, offering a wide array of genres, languages and categories featuring movies, television series, sports, news, lifestyle, kids and much more. Pluto TV can be easily accessed and streamed across mobile, web and connected TV devices. Headquartered in Los Angeles, Pluto TV's growing international footprint extends across three continents and over 35 markets.

**Press Contacts:**

Ashley Priest, [Ashley.Priest@paramount.com](mailto:Ashley.Priest@paramount.com)

Francesca Soffientini, [Francesca.Soffientini@paramount.com](mailto:Francesca.Soffientini@paramount.com)

Catherine Donovan, [Cdonovan@networkten.com.au](mailto:Cdonovan@networkten.com.au) (Australia)