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VICE TV IS AMERICA'S FASTEST GROWING ENTERTAINMENT CABLE NETWORK



BROOKLYN, NY (April 1, 2021) -- VICE TV, the Emmy®-winning international television network from VICE Media Group, is reporting 10% growth in A18-49 and 20% growth in A25-54, making it the fastest growing network among general entertainment networks in over 60 million homes.

The network's A25-54 growth, which is its biggest year-over-year increase ever, eluded industry trends; usage is down -19% while ad-supported cable networks are down -18%, giving VICE TV a nearly +40 point delta over the industry norms. In the same vein, VICE TV's A18-49 performance bucked industry trends, with its growth a stark contrast to a -22% decrease in TV usage and a -21% dip in cable, giving VICE TV an over +30 point delta over the industry norms.

VICE TV'S success in 1Q21 came on the heels of strong performances for series such as *QAnon: The Search for Q* (which is the network's #3 show of all time), as well as the launch of *Dark Side of the Ring: Confidential* and the return of *Hamilton's Pharmacopeia*.

“We are humbled to see this validation of our strategy to keep telling stories others won’t. We are also deeply appreciative of our audience who continues to watch,” said **Morgan Hertzan, Executive Vice President & General Manager, VICE TV**. “This is a great day for everyone at VICE TV who has worked so hard to deliver on our goal, including our programming, marketing, production and sales teams. This is a moment for everyone at VICE Media Group and our partners at A+E Networks to be extremely proud of these growth numbers.”

Looking ahead, the network has an exciting slate original programming planned for 2021, including the highly-anticipated third season of VICE TV’s top performing show of all time, *Dark Side of the Ring*, the #1 non-fiction series on networks in less than 70 million homes¹, as well as its spinoff franchises, *Dark Side Of Football* and *Dark Side of the '90s*.

VICE TV is a key business line within VICE Media Group (VMG). The diversified media portfolio also includes ground-breaking film, digital, news, beauty, entertainment and culture across five business lines. VICE.com is an award-winning international network of digital content; VICE STUDIOS, a feature film and television production studio; VICE NEWS, a Peabody award-winning news division featuring the most Emmy®-awarded nightly news broadcast, VICE News Tonight, which airs on VICE TV ; and VIRTUE, a global, full-service creative agency.

Coming off the back of a pivotal year for VMG - this news continues the success for the Group in seeing all business lines achieve profitability and growth -- with that trajectory expected to continue into 2021.

VICE TV is available via all major satellite and cable providers and the VICE TV app via iOS, Android, Apple TV, Roku, and Chromecast. For more information about VICE TV, go to VICETV.com.

ABOUT VICE TV

VICE TV is the Emmy®-winning international television network from VICE Media Group. Since its inception in 2016, the channel has ushered new audiences to cable with its compelling and provocative programming. Boldly redefining news and current affairs, VICE TV produces hundreds of hours of original content for over 150 million homes worldwide. Built around a mission to tell courageous stories you won’t see anywhere else, told by the people you won’t hear from anywhere else, VICE TV showcases the best in informative and entertaining original series, documentaries and movies, and is the destination for content that challenges popular knowledge and opinion.

¹Source: Nielsen, L+SD; A18-49; 2020 Calendar Year, Premieres, Start During 8-11P; excludes single telecasts and sports. Cable Networks in less than 70m homes based on 2020 Cal Year Household Coverage Universe Estimates average.

Source for rest of the data in this announcement: Nielsen, Live+Same Day, M-Su 8-11P, 1Q21: 12/28/20-3/28/21 vs. 1Q20: 12/30/20-3/29/21; Cable Networks in more than 60m homes based on 2020 Cal Year Household Coverage Universe Estimates average; TV Usage based on broadcast A18-49 & A25-54 PUTs; Qanon stat based on Total Viewers; Dark Side of the Ring stat based on all key adult demos including A18-49 & Total Viewers, Vice TV-date: 8/29/16-3/28/21.

ABOUT VICE MEDIA GROUP

[VICE Media Group](#) is the world's largest independent youth media company. Launched in 1994, VICE has offices in 35 cities across the globe with a focus on five key businesses: VICE.com, an award-winning international network of digital content; VICE STUDIOS, a feature film and television production studio; VICE TV, an Emmy-winning international television network; a Peabody award-winning NEWS division with the most Emmy-awarded nightly news broadcast; and VIRTUE, a global, full-service creative agency with 25 offices around the world. VICE Media Group's portfolio includes [Refinery29](#), the leading global media and entertainment company focused on women; [PULSE Films](#), a London-based next-generation production studio with outposts in Los Angeles, New York, Paris and Berlin; and [i-D](#), a global digital and quarterly magazine defining fashion and contemporary culture.