



VICE LAUNCHES FAST CHANNEL ON THE ROKU CHANNEL

Images available here: <https://vice.box.com/s/9yg1eko5jvz6eazakc2u8zckx2r0inc6>

For more information, please contact:

Maddy Chambers
Deputy Communications Director
maddy.chambers@vice.com

TUESDAY 11 MAY 2021 - VICE Media Group, the world's largest independent youth media company, today announces the launch of its first FAST channel on the Roku® platform. The channel, which premieres today on The Roku Channel, the home of free and premium TV on the Roku platform, will feature informative and entertaining premium series and documentaries covering culture, entertainment, food, tech, sports and news from across VICE Media Group.

The VICE FAST channel marks the next growth milestone for VICE Media Group in the rapidly accelerating AVOD sector, increasing the number of touch-points for audiences to consume VICE content. The appetite for VICE content has never been greater, with VICE TV reporting it's biggest year-over-year growth ever, 1.8b video views on VICE's record-breaking global YouTube network and the launch and expansion of VMG's dedicated distribution business.

Kate Ward, President of VICE Studios said: "This is an important move into the high growth and evolving connected TV sector for VICE Media Group. As we continue to meet the increasing audience demand for our content, the channel will feature the best of VICE and unprecedented access to stories that others don't tell. We're delighted to be launching with The Roku Channel."

"We've built an experience that gets viewers to the entertainment they want most quickly and easily," said **Ashley Hovey, Director, AVOD Growth, Roku**. "Live, compelling content continues to be of utmost importance to our customers and we're thrilled to partner with VICE Media Group to bring their original programming to the millions of engaged viewers of The Roku Channel."

Programming on the VICE channel will include TV library content, longer-length digital content adapted for TV and a selection of VICE World News titles. Additionally, VICE Distribution has also sold over 200 hours of VICE content to Roku, which will air on The Roku Channel.

VICE Distribution launched in Summer 2020 and has a catalogue of over 1000 hours of programming created across VICE Media Group. VICE Distribution recently announced partnerships with Pluto TV, Discovery+, SBS Australia, Hulu and All 4. VICE Distribution



holds further content partnerships with Bell Media in Canada, AMC International in Iberia and Hulu in Japan.

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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.

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