



BRII FULL COMPANY REPORT

Viacom Inc.
1515 Broadway
New York
U.S.A.
10036

Ticker: VIA.B
F-Ticker:
Exchange: NYSE
S&P500: Yes

Company Notes

2011: Viacom's MTV Network produces "Skins," a show featuring a cast ranging in age from 15 to 19. According to the Parents Television Council (PTC), the show "has teenagers in highly eroticized scenarios, drinking, using drugs, and breaking the law." There has also been concern expressed by cable channel executives, national leaders and parent advocacy groups (like the PTC) that the provocative show may violate federal child pornography statutes. In an article by Patrick Trueman, former chief of the Criminal Division of the Child Exploitation and Obscenity Section of the U.S. Department of Justice from 1988 to 1993, it is stated, "in the [first] eight episodes of Skins that have aired on MTV, there have been 462 scenes of sex or nudity, virtually all involving the teenaged stars who range in age from 15 to 19. These child actors have been asked to simulate sex on camera; they've been filmed in various states of undress in the presence of dozens of adults to be seen on screen by thousands more."

2007: Viacom received a perfect 100 percent rating on the Human Rights Campaign (HRC)'s sixth annual Corporate Equality Index (CEI), which was released on September 17, 2007. The index rates companies on their gay/lesbian/bisexual and transgender initiatives. Factors include such things as non-discrimination policies, diversity training and domestic partner benefits. (It should be noted that the HRC is changing the year associated with this report. It is called the 2008 CEI, rather than the 2007 CEI.)

2006: Viacom received a perfect 100 percent rating on the Human Rights Campaign's fifth annual Corporate Equality Index (released on September 19, 2006). "The 2006 HRC Corporate Equality Index rated companies on a scale of 0 percent to 100 percent on several factors, including whether they have a written non-discrimination policy covering sexual orientation; support transgender employees with written non-discrimination policies and benefits; offer inclusive health insurance, bereavement and family leave policies to employees with same-sex partners; offer diversity training; have GLBT employee groups; engage in appropriate and respectful advertising to the GLBT community; contribute to GLBT community organizations; and decline to engage in any activities that would undermine the goal of equal rights for gay, lesbian, bisexual and transgender people."

2005: Viacom was included on The Advocate's October 2005 list of 10 great places for lesbian, gay, bisexual, and transgender people to work. The article says that in November 2004, Viacom granted gay and lesbian couples the same pension benefits as married couples. Also, the company recently launched Logo, a 24-hour basic cable channel devoted to LGBT content. Viacom received a perfect 100 percent rating on the Human Rights Campaign's fourth annual Corporate Equality Index (released on September 20, 2005). The 2005 HRC Corporate Equality Index rates "companies on a scale from zero to 100 percent on seven key indicators of fair treatment for GLBT employees. Indicators include policies prohibiting discrimination based on sexual orientation and gender identity as well as equal health care benefits." In Fall, 2005 the Sundance Channel aired an eight part series called "TransGeneration." According to the series' publicity information, "This eight-part original documentary series goes inside the daily lives of four transgender college students at campuses across the United States. 'TransGeneration' follows its subjects over the course of a school year,

capturing their triumphs and struggles as they juggle the challenges of academia with their commitment to transitioning from their birth sex." Sundance is a venture between Robert Redford, Viacom's Showtime Networks Inc., and Universal Studios. Universal Studios is owned by NBC Universal, which is owned by GE (80%) and Vivendi (20%). In February, 2005 The Parents Television Council released a new study entitled "MTV Smut Peddlers: Targeting Kids with Sex, Drugs and Alcohol." The study was based on analyzing 171 hours of programming around the clock during the week of March 20, 2004, to March 27, 2004, during MTV's "Spring Break" coverage. During the 171 programming hours PTC found 1,548 sexual scenes containing 3,056 depictions of sex or various forms of nudity and 2,881 verbal sexual references. They also found 1,518 uses of unedited foul language and an additional 3,127 bleeped profanities. In terms of violence PTC found 6 instances of violence per hour of programming.

2004: In December, 2004, Viacom was included in the Forbes magazine list of Best Corporate Citizens. In September, 2004, the FCC fined Viacom \$550,000 for the Super Bowl 2004 incident in which half-time performer Janet Jackson exposed her breast on national television. On May 25, 2004, Viacom's MTV Network announced that it will launch LOGO, a new cable television network targeted at lesbian, gay, bisexual and transgender (LGBT) viewers. The new channel was to be launched on February 17, 2005, however it was delayed until June, 2005. According to a company news release, Logo "will be advertiser-supported, targeting primarily gays and lesbians, 25-49, and will provide a mix of original and acquired programming that is authentic, smart, inclusive and open-minded." LOGO is the first regular cable channel that is dependent upon advertising (versus paid subscription). In January, 2004, Viacom's Showtime network offered a new lesbian-themed pilot series called "The L Word."

2002: On June 19, 2002, Viacom's Nickelodeon channel (geared to children) featured a segment on "Nick News" entitled "My Family Is Different." The special, produced by Linda Ellerbee, included leading questions and discussions on the homosexual issue.

2001: During 2001, lesbian-theme films ("Chutney Popcorn," "Aimee & Jaguar," and "Desert Hearts") were shown on the Sundance Channel and/or are sold via the Sundance Channel Website. As of August, 2001, Viacom subsidiary Showtime produces and aired "Queer As Folk," a television series based on the lives of a group of gays and lesbians. In addition, Showtime is a sponsor of "Queer As Folk" events throughout the country. Showtime and GSociety (gaywired.com) are presenting the Beyond Babylon tour: "The Beyond Babylon Tour will feature great stuff from GayWired.com, LesbiaNation.com, and cool prizes and gifts from Queer As Folk. (Although no cast members are confirmed to appear at this time, you never know who may show up.)"

1999: Viacom's MTV received the 4th Annual GLAAD (Gay & Lesbian Alliance Against Defamation) Fairness Award in NYC.

Anti-Family Activity : Entertainment Gay Focus

Viacom's MTV operates LOGO, a cable TV channel that targets lesbian, gay, bisexual and transgender viewers. The company states regarding LOGO, "For the first time ever, the lesbian, gay, bisexual and transgender (LGBT) community has an authentic voice on TV and online. With news, series and specials, more than 20 original shows, documentaries, films, music and information on popular destinations around the world, Logo features cutting-edge, relevant entertainment for LGBT audiences, and anyone else who enjoys this kind of programming."

Violation Date: 03/20/2012

Expire Date: 04/18/2013

Anti-Family Activity : Entertainment Producer/Distributor

In 2011, the company's Paramount Pictures distributed the movie "Paranormal Activity 3," which received an R rating from the Motion Picture Association of America (MPAA) for "violence, language, brief sexuality and drug use."

Violation Date: 01/31/2012

Expire Date: 01/31/2013

In 2011, the company's Paramount Pictures distributed the movie "No Strings Attached," which received an R rating from the Motion Picture Association of America (MPAA) for "sexual content, language and some drug material."

Violation Date: 01/31/2012

Expire Date: 01/31/2013

Non-Marriage Lifestyles : Diversity Training

According to the company's Investor Relations department, all of Viacom's employees receive a Statement of Business Conduct and Statement of Business Conduct training (both of which include sexual orientation, gender expression, and gender identity). This Statement has a section on discrimination and providing an harassment free environment.

Violation Date: 03/31/2006

Expire Date: 03/31/2016

Since 2007, the company has been unresponsive to emails and phone calls, despite the fact that we have received confirmation of our emails being read. Voicemail messages were also left without a reply. In 2006, a company spokesperson confirmed NM-DT. For that reason, an inquiry was send stating that if we did not receive a reply, we would assume the information was accurate and would be added to our database for client use. Because we did not receive a reply from the company we are giving this parameter an "assumed true" entry.

Violation Date: 01/12/2012

Expire Date: 01/12/2013

Non-Marriage Lifestyles : Domestic Partner Benefit

Viacom offers domestic partner benefits to its employees.

Violation Date: 03/30/2006

Expire Date: 03/30/2016

Paramount Pictures, a division of Viacom Inc., offers domestic partner benefits.

Violation Date: 01/03/2012

Expire Date: 01/03/2112

Non-Marriage Lifestyles : Employees Group

Since 2007, the company has been unresponsive to emails and phone calls, despite the fact that we have received confirmation of our emails being read. Voicemail messages were also left without a reply. We have reason to

Violation Date: 01/12/2012

Expire Date: 01/12/2013

believe from information provided by the HRC website that Viacom does have a GLBT Employee Resource Group. For that reason, an inquiry was send stating that if we did not receive a reply, we would assume the information was accurate and would be added to our database for client use. Because we did not receive a reply from the company we are giving this parameter an "assumed true" entry.

Non-Marriage Lifestyles : Gender Identity

Viacom Inc. includes gender identity in their non-discrimination policy. The company's policy states, "Viacom recruits and hires without regard to race, color, sex, religion, national origin, ethnicity, age, marital status, sexual orientation, gender identity, gender expression, disability, veteran status or any other basis prohibited by law."

Violation Date: 03/01/2006

Expire Date: 03/01/2016

Viacom Inc. includes gender identity in their non discrimination policy. The company states, "Viacom recruits and hires without regard to race, color, sex, religion, national origin, ethnicity, age, marital status, sexual orientation, gender identity, gender expression, disability, veteran status or any other basis prohibited by law."

Violation Date: 07/13/2007

Expire Date: 07/13/2017

Viacom Inc. includes gender identity in their non discrimination policy. The company states, "Viacom values a diverse workforce that reflects the rich diversity of our viewers and clients. As part of this effort, Viacom promotes equal treatment for all employees irrespective of race, religion, color, sexual orientation, nationality, ethnic origin, disability, age, gender expression, gender identity, gender, veteran status or marital status, as consistent with other legal requirements."

Violation Date: 02/09/2009

Expire Date: 02/09/2019

Viacom Inc. includes gender identity in their non discrimination policy. The company states, "Viacom values a diverse workforce that reflects the rich diversity of our viewers and clients. As part of this effort, Viacom promotes equal treatment for all employees irrespective of race, religion, color, sexual orientation, nationality, ethnic origin, disability, age, gender expression, gender identity, gender, veteran status or marital status, as consistent with other legal requirements."

Violation Date: 05/04/2010

Expire Date: 05/04/2020

Viacom Inc. includes gender identity in their non discrimination policy. The company states, "Viacom promotes equal treatment of all employees, and its internal policies require that all employment decisions be based on individual merit and business needs, irrespective of race, religion,color, sexual orientation, nationality, gender, ethnic origin, disability, age, sex,gender expression, gender identity, veteran status, marital status or any other personal characteristic protected by applicable local, state or federal

Violation Date: 01/03/2012

Expire Date: 01/03/2112

law."

Non-Marriage Lifestyles : Most Active Promoters of Lifestyle

This company is one of the most active corporate promoters of the lesbian/gay/bisexual/transgender lifestyle.

Violation Date: 03/07/2012

Expire Date: 03/15/2013

Non-Marriage Lifestyles : Non-discrimination orientation

Viacom Inc. includes sexual orientation in their non-discrimination policy. The company's policy states, "Viacom recruits and hires without regard to race, color, sex, religion, national origin, ethnicity, age, marital status, sexual orientation, gender identity, gender expression, disability, veteran status or any other basis prohibited by law."

Violation Date: 03/01/2006

Expire Date: 03/01/2016

Viacom Inc. includes sexual orientation in their non discrimination policy. The company states, "Viacom recruits and hires without regard to race, color, sex, religion, national origin, ethnicity, age, marital status, sexual orientation, gender identity, gender expression, disability, veteran status or any other basis prohibited by law."

Violation Date: 07/13/2007

Expire Date: 07/13/2017

Viacom Inc. includes sexual orientation in their non discrimination policy. The company states, "Viacom values a diverse workforce that reflects the rich diversity of our viewers and clients. As part of this effort, Viacom promotes equal treatment for all employees irrespective of race, religion, color, sexual orientation, nationality, ethnic origin, disability, age, gender expression, gender identity, gender, veteran status or marital status, as consistent with other legal requirements."

Violation Date: 02/09/2009

Expire Date: 02/09/2019

Viacom Inc. includes sexual orientation in their non discrimination policy. The company states, "Viacom values a diverse workforce that reflects the rich diversity of our viewers and clients. As part of this effort, Viacom promotes equal treatment for all employees irrespective of race, religion, color, sexual orientation, nationality, ethnic origin, disability, age, gender expression, gender identity, gender, veteran status or marital status, as consistent with other legal requirements."

Violation Date: 05/04/2010

Expire Date: 05/04/2020

Viacom Inc. includes sexual orientation in their non discrimination policy. The company states, "Viacom promotes equal treatment of all employees, and its internal policies require that all employment decisions be based on individual merit and business needs, irrespective of race, religion,color, sexual orientation, nationality, gender, ethnic origin, disability, age,

Violation Date: 01/03/2012

Expire Date: 01/03/2112

sex,gender expression, gender identity, veteran status, marital status or any other personal characteristic protected by applicable local, state or federal law."

Non-Marriage Lifestyles : Sponsor

The company's LOGO TV served as a sponsor for the Equality Forum's Global LGBT Summit held April 25 - May 1, 2011 in Philadelphia, PA.

Violation Date: 05/01/2011
Expire Date: 05/01/2012

The company's MTV served as a "Ruby" Corporate Sponsor for Parents, Families and Friends of Lesbians and Gays (PFLAG) headquartered in Washington, DC.

Violation Date: 06/30/2011
Expire Date: 06/30/2012

The company's LOGO served as a Premiere Sponsor for the 29th Annual Los Angeles Gay & Lesbian Film Festival (aka "OutFest") held July 7-17, 2011 in Los Angeles, CA.

Violation Date: 07/17/2011
Expire Date: 07/17/2012

The company's LOGO served as a Community Partner sponsor for FilmOut San Diego 2011 held August 19-21 and August 26-28, 2011 in San Diego, CA.

Violation Date: 08/28/2011
Expire Date: 08/28/2012

Non-Marriage Lifestyles : Trailblazer

This company was one of the first to offer domestic partner benefits (medical benefits to an employee's same gender partner).

Violation Date: 03/17/2008
Expire Date: 03/17/2108

Pornography : Advertiser

The company's Spike channel advertised on page 18 of the January/February 2012 issue of Playboy magazine.

Violation Date: 01/31/2012
Expire Date: 01/31/2013
