**Viacom Setting its Sights on Mobile Opportunities**

Viacom is setting its sights on content deals with mobile networks in a bid to reach younger US consumers without pay-TV service and increase revenue, a tactic it is already employing internationally. The company is setting up a new division that will create content designed for mobile viewing, CEO Bob Bakish confirmed.

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<http://uk.reuters.com/article/us-viacom-mobile/viacom-looks-to-u-s-mobile-deals-as-young-viewers-flee-tv-idUKKBN1CV1AF>