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## MONTANASKY CHOOSES LOCAL PROGRAMMING OVER VIACOM

Libby, MT, December 14, 2017– In keeping with our commitment to provide quality television programming at affordable rates, MontanaSky will stop carrying Viacom programming effective Dec. 20, 2017. Viacom’s contract renewal demands would have forced MontanaSky to double our current pay television rates over the course of the next five years, a move we found to be unacceptable.

MontanaSky will be adding new and updated channels that many customers have been requesting, will provide additional network capacity for broadband products and, most importantly, will continue to offer a good value for our customers. The new channels include direct feeds from local networks, FOX Business, GRIT TV, The Cowboy Channel, Universal Kids, Sportsman, Comedy.tv, GAC, Revolt, INSP, IFC, REELZ, Cooking.tv, ION, Boomerang, Outside.tv, Pets TV, Hallmark Drama, Cars TV, and the Olympic Channel – all without any increase in rates for 2018.

“Our number one goal on this negotiation cycle was to retain local content that our customers cannot get elsewhere, while preventing large price increases to our customers,” said MontanaSky CFO Ryan Bowman. “By cutting the Viacom programming and replacing it with alternative content, we were able to keep our prices the same in 2018 rather than passing on a 25% price increase to our customers. We know that Viacom programming will be missed by many, but we felt that we were obligated to watch out for the pocketbooks of all of our cable TV customers.”

The channels eliminated by the Viacom disruption include BET, Nickelodeon, Nicktoons, Teen Nick, Nick Jr., MTV, MTV Hits, MTV2, VH1, VH1 Classic Soul, TV Land, Spike TV, Comedy Central, CMT, and CMT Pure Country. Most of those networks are still available through online services such as Hulu, Amazon, iTunes, and Netflix, which are all accessible through a MontanaSky internet connection. Most of Viacom’s programming may also be accessed directly from the individual television channel websites.

While unfortunate, these disruptions are an industry-wide problem from which no pay television provider is immune. With the addition of the new programming, MontanaSky is committed to providing high-quality television content at affordable prices to all of our customers. Programming agreements don't permit us to individually pay for channels or provide them individually to customers. Viacom demanded that all Viacom channels are bundled, even the channels with low ratings, at high rates that would force all our customers to pay for them. That may be acceptable to a few people who value that programming, but unfair to a great majority of our customers who would be forced to pay for it.

Anyone with any questions or comments regarding these changes should feel free to contact their local MontanaSky office.

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For more information on this topic, please contact Amber Pacheco-Holm (406) 241-9681 or email [aholm@montanasky.net](mailto:aholm@montanasky.net).