



## Amazon Prime Instant Video & Viacom Strike Multi-Year, Multi-Show Subscription Deal in the UK

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*Thousands of episodes of much-loved television series to be renewed and offered on an unlimited basis to Prime Instant Video members*

*Exclusive shows added include Kung Fu Panda, Legend of Awesomeness, Penguins of Madagascar and award winning teen comedy Awkward to Prime Instant Video, the UK's Largest Subscription Streaming Service*

**13 October 2014, LONDON** — Amazon and Viacom have today announced a UK instant video subscription deal to bring six hit U.S.TV series to Amazon Prime Instant Video members in the UK.

The multi-year agreement sees Amazon Prime Instant Video exclusively acquire the UK on demand subscription streaming rights to multiple seasons of Viacom shows – *Awkward*, *Kung Fu Panda*, *Legend of Awesomeness*, *Penguins of Madagascar*, *Winx Club*, *Legend of Korra* and *The Hard Times of RJ Berger*. The agreement will also secure the non-exclusive renewal of thousands of episodes of popular shows including *Dora the Explorer*, *Hey Arnold!* and *Rugrats*.

"We're really excited to be able to bring Amazon Prime Instant Video members such a huge raft of hit US shows." said Chris Bird, Director of Content Strategy at Amazon Instant Video EU. "With hugely popular shows available to stream unlimitedly ranging from family friendly *Penguins of Madagascar* to American teen comedy *Awkward*, there's something to suit every age group, taste and mood. Varied, quality content is our top priority so we're always looking out for opportunities to forge partnerships which help make this possible."

Starring nine of the characters from DreamWorks' popular film *Madagascar*, animated adventure *Penguins of Madagascar* follows penguins Skipper, Rico, Kowalski and Private, and hilarious lemurs King Julien, Maurice and Mort as well as lovable chimpanzees Mason and Phil and a raft of new friends as they undertake covert missions to protect their home in Central Park Zoo.

Lucy Liu and James Hong reprise their film roles as Viper and Mr. Ping in *Kung Fu Panda*, *Legend of Awesomeness*. The show follows the further adventures of Po the Dragon Warrior and his friends from hit computer-animated movie *Kung Fu Panda*.

*Awkward* is a teen comedy series set in California and charts the struggles of teenager Jenna Hamilton who gains immediate yet unwanted popularity when the student body mistakes an accident she has for a suicide attempt. Starring Ashley Nicole Rickards (*Fly Away*), the show was created for MTV and has won a People's Choice Award.

Winner of a Daytime Emmy Award and nominated for IGN's Best TV Animated Series, *Legend of Korra* sees Avatar Korra (Janet Varney) fighting to keep Republic City safe from the evil forces of both the physical and spiritual worlds. Jonathan Kimble "J.K." Simmons (*Law & Order*, *Spiderman Trilogy*, *Juno*) also stars as airbender master Tenzin.

Created, directed and produced by Iginio Straffi, *Winx Club* is the first Italian cartoon to be shown in the United States. UK viewers will now be able to enjoy this delightful action fantasy which centres around three special schools in an alternate dimension that coach fairies, witches and wizards.

Created by David Katzenberg (*Beetlejuice*, *Gremlins*) and Seth Grahame-Smith (*Dark Shadows*, *It*), *The Hard Times of RJ Berger* is a laugh a minute comedy created for MTV which follows the misadventures of RJ Berger, an unpopular Ohio sophomore and his friends.

Also renewed as part of the deal is a range of content for kids including *Avatar: The Last Airbender* (series 1-3), *Dora The Explorer* (series 1-4) and *SpongeBob SquarePants* (series 1-4). Reality TV titles available include *Geordie Shore* (series 1-2), *Jersey Shore* (series 1-4) and *The Hills* (series 1-6). Top comedy titles available include British stand-up shows *Rufus Hound Being Rude*, *Russell Brand In NYC* and *Stewart Lee - Carpet Remnant World*, as well as *Comedy Central Roasts* with Charlie Sheen, James Franco and David Hasselhoff.

Allowing customers to enjoy this content both on-the-go and from the comfort of their homes, this news comes as Amazon has announced the availability of [Amazon Fire TV](#) and [Amazon Fire Phone](#) in the UK. Fire TV is a tiny box that plugs into your HDTV for easy and instant access to thousands of popular movies and TV episodes with Prime Instant Video and other streaming services. Amazon Fire Phone is the first smartphone designed by Amazon and for a limited time (until 31 December 2014), includes a full year of Prime – giving unlimited streaming of movies and TV shows on-the-move.

### About Prime Instant Video

Amazon Prime offers members unlimited One-Day Delivery on over 7 million items, access to 500,000 Kindle books to borrow and unlimited streaming of more than 15,000 popular movies and TV episodes through Prime Instant Video. Prime is available at the low price of £79 a year. Customers who are not already members can start a 30-day free trial of Amazon Prime by visiting [www.amazon.co.uk/prime](http://www.amazon.co.uk/prime).

For more information about Amazon Prime, visit [www.amazon.co.uk/prime](http://www.amazon.co.uk/prime). For more information about Prime Instant Video, visit [www.amazon.co.uk/PIV](http://www.amazon.co.uk/PIV).

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