



CBS SPORTS WOMEN'S NETWORKING EVENT ... AND MORE

CBS STUDIOS INTERNATIONAL AND CHINESE STREAMING PLATFORM IQIYI ANNOUNCE LICENSING AGREEMENT FOR "THE LATE LATE SHOW with JAMES CORDEN"



On Nov. 14, **CBS Studios International** and one of China's

largest streaming platforms, **iQIYI**, announced an exclusive licensing agreement for **THE LATE LATE SHOW with JAMES CORDEN**. This is the first time the show will be available in China, with current and past episodes available on demand. "It's exciting to join forces with iQIYI to bring the supreme talent of James Corden and the star power of his guests to Chinese audiences," said **Armando Nuñez**, President and CEO, **CBS Global Distribution Group**. "Mobile viewing dominates iQIYI's subscriber base, making it the perfect platform for **THE LATE LATE SHOW**'s inventive content and viral moments."

THE LATE LATE SHOW with JAMES CORDEN is produced by **CBS Television Studios, with Fulwell 73**. The series is distributed worldwide by **CBS Studios International**.

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"WE NEED TO TALK" HOLDS WOMEN'S NETWORKING EVENT



CBS Sports recently partnered with the **Women's Networking Group, Eye Speak** and **#SeeHer** for a networking event featuring a panel discussion with hosts **Swin Cash, Dana Jacobson, Lisa Leslie, Tracy Wolfson** and producers **Emilie Deutsch, Julie Keryc, Amy Salmanson** and **Suzanne Smith** from **WE NEED TO TALK**. The group also got a chance to visit the set and control room and watch the taping of the show, which was a special NBA-themed episode that featured an in-studio visit by NBA Commissioner **Adam Silver**, before the panel discussion and networking session.

EYE ON: CBS SPORTS



- CBS Sports' Week 12 NFL doubleheader coverage of THE NFL ON CBS on Sunday, Nov. 25 scored its highest-rated game of the NFL season. CBS' National 4:25 PM game, highlighted by Pittsburgh @ Denver, delivered a rating/share of 15.5/29 in the metered markets, a +17% increase from a year ago. Through 12 weeks, THE NFL ON CBS' season-to-date ratings are up +5% from a year ago (Source: NSI).

Starting Saturday, Dec. 8, **CBS Sports** enters its 38th consecutive season broadcasting college basketball. The 2018-2019 college basketball season is the deepest and strongest roster of teams and matchups ever assembled across broadcast and cable, including both CBS and **CBS Sports Network**. CBS Sports' coverage will be available to stream live via the **CBS All Access** subscription service, with additional coverage on CBSSports.com and **CBS Sports HQ**.



The neon lights were bright on Broadway at the PlayStation Theater in Times Square recently. In the second in a series of events produced by CBS Experiences, CBS SPORTS FRIDAY NIGHT TAILGATE saw members of THE NFL TODAY, NFL ON CBS and TOPS teams provide an immersive football experience where fans engaged with some of CBS Sports' biggest stars in a night of football, food and games.

MORE TELEVISION NEWS



- On Friday, Nov. 9, HAWAII FIVE-0 aired its 200th episode. For that milestone episode, the **CBS Digital Visual Effects** team had the massive job of turning back the clock to turn Waikiki beach into 1941 (see photo above).



- **CBS Television Distribution** has announced a new syndicated daytime talk show, **BREAKTHROUGH WITH DR. STEVE PERRY**, with

Dr. Steve Perry, respected educator and advocate best known for creating educational opportunities for children.



The program will debut as a limited series on select FOX Television Stations, beginning Jan. 7, 2019.

- In October, **CBS Television Distribution's** Emmy-winning daytime talk show, **RACHAEL RAY**, launched "Walls By Women," a series of original artwork on display in the show's audience holding area. The



series aims to amplify the voices of female artists, who are often underrepresented in art discourse. Throughout the show's 13th season, a rotating series of female artists with different specialties – from fine artists to street artists – will showcase an original work on the wall of RACHAEL RAY's audience holding room, where audience members are encouraged to interact with and photograph the work before taking their seats in the studio audience.

EYE ON: NETWORK 10



Network 10 advertisers visit (L-R) THE BOLD AND THE BEAUTIFUL, THE LATE LATE SHOW with JAMES CORDEN and ENTERTAINMENT TONIGHT



In September, Network 10's Chief Executive Officer **Paul Anderson**, Chief Content Officer **Beverley McGarvey**, and Chief Sales Officer **Rod Prosser** recently hosted a delegation of key Australian advertising executives at CBS' Los Angeles offices. With the Network currently in the process of insourcing sales and rebuilding a new Sales department, the purpose of the visit was to outline the business' exciting plans for the future, and to demonstrate to the agency heads how CBS and 10 are working together. Feedback from the trip has been overwhelmingly positive. The guests also visited CBS Television City and CBS Radford, touring the sets of numerous CBS programs.

And... Network 10 Australia has announced that **Diane Ho** (at right) will be joining its new advertising sales team as Sydney Sales Director, responsible for 10's sales and commercial activity in Sydney. Ho joins 10 from the **Seven Network**, where she has worked for over 14 years in various sales positions, most recently as Head of Digital Sales, Sydney. Other senior appointments to Network 10's advertising sales team will be announced soon. ... Network 10 has announced the return in 2019 of PLAYING FOR KEEPS, the series that lifts the curtain on the seductive world of football's elite. In its first season, the series is regularly delivering in key target demos, and its 28-day catch-up numbers are at a record high ... Network 10 has launched TERRY'S TALKS, a web companion series to its new comedy HOW TO STAY MARRIED, exclusively available on 10 Play. Produced by **Princess Pictures** and written by Network 10's digital editor **Liz Galinovic**, TERRY'S TALKS continues 10's strategy of creating engaging digital program extensions for its shows. ... Network 10 has extended its agreement with **Dorna Sports** to broadcast the premier motorcycle racing FIM world championship, MotoGP™, for the next three years. The extended deal guarantees that the Australian round of the MotoGP world championship will be broadcast live and free on 10.



SMITHSONIAN CHANNEL SCREENINGS – VETERANS MONTH



This November, **Smithsonian Channel** partnered with **CBS Veterans Network**, as well as **Charter, Comcast** and **Altice**, on a series of Veterans Month screenings in select markets for veterans groups, government officials and local press. VIP screening events included a reception and opening remarks, followed by an insightful panel discussion with the filmmaker and historians -- moderated in Dallas and DC by CBS News' **Matt Yurus**. Programming included new documentary GUN TRUCKS OF VIETNAM and a recently premiered THE LOST TAPES episode centered on the Tet Offensive. The tour kicked off Thursday, Nov. 1 at Dallas' **Frontiers of Flight Museum** with further stops on Monday, Nov. 12 at DC's **National Museum of American History** and Wednesday, Nov. 14 at the **Altice** USA office in Bethpage, N.Y.

KELLI RAFTERY PROMOTED TO EXECUTIVE VICE PRESIDENT, CBS COMMUNICATIONS

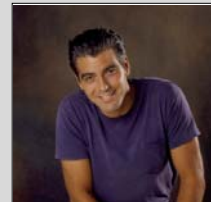


Kelli Raftery has been promoted to Executive Vice President, Communications, CBS Corporation, reporting to **Dana McClintock**, Chief Communications Officer. In her new role, Raftery will work with McClintock and **Chris Ender**, Executive

Vice President, CBS Corporation, in guiding the Company's overall media relations and communications strategy. In this arena, she will continue to work closely with all CBS Corporation businesses and help steer the messaging of the Company for its many external and internal constituencies.

A CBS veteran, Raftery most recently has been serving as Senior Vice President, Communications, helping to manage media relations for the CBS corporate communications department, covering a wide range of Company initiatives and activities in Sales, Research, Affiliate Relations, Carriage Agreements, Governmental Affairs, and Program Practices, among others. Other positions she has held include Vice President, CBS Entertainment, overseeing the CBS Daytime publicity group, while also serving as lead publicist responsible for launching and overseeing all aspects of publicity on THE TALK. Prior to that, Raftery was Vice President, Communications at CBS News. For a full biography, go to <https://bit.ly/2DyVJPI>

INSTAGRAM SITE SHOWCASES CBS HISTORIC IMAGES



CBS has a rich history of broadcasting from radio to television and a vast photo archive that covers it all --

from iconic and ground-breaking television shows to historic news and sports events and everything in between. All of these historic images can be found on Instagram here:

<https://tinyurl.com/y899heyv>

Through the use of a variety of hashtags and postings of content every day, the site, started in April, has grown its user base of members of the CBS family to TV critics, bloggers and everyday fans. Even the official Peabody Awards follows the site. Plus, content from other CBS accounts like *CBS All Access*, *CBS Diversity*, *CBS Radio*, and *CBS Sports* is helping to grow followers on every platform. An interesting fact: CBS' Instagram site's most-liked image to date with 1,383 "likes" is a photo of **George Clooney** from 1992 (see photo above).

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CAUTIONARY STATEMENTS REGARDING FORWARD-LOOKING STATEMENTS

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