

Viacom Takes Over MTV Russia

By [The Moscow Times](#)

September 22, 2013

The  **Moscow Times**

WASHINGTON — Global media giant Viacom has taken back control of the MTV network in Russia after years of franchising the brand to local license holders and will relaunch the channel Oct. 1, an entertainment news website has reported.

New York-based Viacom regained direct control after the previous license holder, the Russian media company ProfMedia declined to extend its agreement, opting instead to launch a new entertainment channel on the same frequency, according to a Hollywood Reporter story on Thursday.

The relaunched MTV Russia will be available as a cable and satellite channel. Viacom has already signed agreements with several domestic distributors, The Hollywood Reporter stated.

Elena Balmont, general manager of Viacom International Media Networks Russia and CIS told The Hollywood Reporter that MTV Russia would now be "much more closely aligned with the MTV brand globally."

Original url: <https://www.themoscowtimes.com/2013/09/22/viacom-takes-over-mtv-russia-a27892>