

COMEDY CENTRAL AND REFINERY29 INK DIGITAL CONTENT DEAL
FOR MULTIPLE SERIES SHOWCASING FEMALE COMEDIANS ON THE RISE

Deal encompasses two series from Comedy Central Productions,
produced, branded, and distributed in partnership with Refinery29

CC x R29: Taking the Stage and *CC x R29: Speak Up* (working titles)
to feature stand-up, storytelling, and animation from all-female lineup

NEW YORK, December 6, 2019 – Comedy Central and Refinery29 today announced a digital-content partnership for two series from Comedy Central Productions and produced by Refinery29, that will identify and showcase an all-female lineup of fast-rising comedians with strong, unique voices. Slated to premiere next spring, the series will be co-branded and distributed on Comedy Central and Refinery29 digital platforms.

CC x R29: Taking the Stage is a short-form stand-up series featuring a curation of showcase clips from the lineup of comedians, and *CC x R29: Speak Up* is a short-form storytelling series in which the comedians will share stories about speaking up and being heard.

“We’re thrilled to partner with Refinery29 to create shareable digital content that elevates female creators,” said Sarah Babineau and Jonas Larsen, Co-Heads of Original Content, Comedy Central. “Amplifying female voices and perspectives is a critical, ongoing programming priority for Comedy Central with all formats and platforms, and Refinery29 is the perfect partner to supercharge our efforts in the digital-media space.

“Comedy Central is a leader in championing dynamic storytelling, and as a brand that is dedicated to doing the same, we’re so excited to develop the next frontier of female-forward comedy together,” said Amy Emmerich, Global President and Chief Content Officer, Refinery29. “As ever, we are committed to being both a megaphone for these emerging female voices and a vital platform for these conversations with our audience.”

The partnership builds on Refinery29’s ongoing work to identify and amplify inclusive female voices through original content and incubation programs. Refinery29 Originals focuses on strategically developing premium, female-forward content, telling culturally responsive stories with an elevated sensibility and reinventing genres with an eye on gender & identity. In 2017, Refinery29 hosted the Riot Comedy Writers Lab, as part of their Riot comedy platform which has worked with over 100 emerging female comedic voices including Jonterri Gadson; Kim Blanck; Andrea Simons; Christina Anthony; Ariana Seigel and Susannah Bohlke, whose pilot Puffy was developed and distributed digitally.

The deal comes during a period of growth for Comedy Central's studio-production and digital-content initiatives. Since being [unveiled](#) in May, Comedy Central Productions has announced deals with Quibi, for a Trevor Noah travel series; [Donick Cary](#) (The Simpsons, Parks and Recreation); Derek Waters (Drunk History); Paulilu, the production company from Lucia Aniello and Paul W. Downs (Broad City, Rough Night); Anthony King (Silicon Valley, Search Party); Irony Point, the production company from Daniel Powell and Alex Bach (Inside Amy Schumer); and Stuart Miller (Klepper, The Daily Show with Trevor Noah). Comedy Central also [recorded](#) massive digital and social growth for the fiscal year closed this September, up +41% year over year in video views (6.7 billion) and up +72% year over year in watch minutes (14 billion).

About Refinery29:

Refinery29 is the leading media and entertainment company focused on women with a global audience footprint of 249 million across all platforms. Through a variety of lifestyle stories, original video programming, social, shareable content, and live experiences, Refinery29 provides its audience with the inspiration and tools to discover and pursue a more independent, stylish, and informed life. Please visit www.refinery29.com, www.refinery29.com/en-ca, www.refinery29.uk and www.refinery29.de for more information and to browse content.

About Comedy Central

Available on-air, online and on the go, [Comedy Central](#) gives viewers access to a world of super funny, provocative and relevant comedy that tell the funny truths of life, every day and everywhere. From award-winning late-night, scripted and animated series to stand-up specials, short-form and sketch, Comedy Central has it all. A subsidiary of [Viacom](#) Inc., Comedy Central is available to more than 300 million households in over 150 countries across the globe. For up-to-the-minute and archival press information and photographs visit Comedy Central's press site at press.cc.com and follow us on Twitter [@ComedyCentralPR](#) for the latest in breaking news updates, behind-the-scenes information and photos.