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June 8, 2018

The Honorable Martin Golden
Senator, State of New York
188 State Street
Legislative Office Building
Albany, NY 12247

RE: A.8155B – OPPOSITION LETTER

Dear Senator Golden:

I am writing on behalf of Viacom to oppose A.8155B. As you know, Viacom is headquartered in Times Square. We have over 10,000 employees, the vast majority of whom are in New York. We are the parent company of premier entertainment brands such as Paramount Pictures, BET, Comedy Central, MTV, and Nickelodeon.

A.8155B creates an unjustified new property right called the right of publicity, which would severely hamper our company's ability to create movies and television shows – the core of our business. The bill violates the First Amendment and the New York Constitution by restricting the right of creators to tell stories about and inspired by real people and events. It is overbroad and will create unnecessary and excessive litigation, which, combined with the lack of domicile requirements, will overburden New York courts and the judicial system.

Viacom spends millions of dollars in New York every year. Each of our brands is creating content in New York, including Comedy Central's *The Daily Show* and *Broad City* and the Paramount Network's *Rest in Power*; Trayvon Martin and *Time: The Kalief Browder Story*; and Nickelodeon's *Halo Awards*, to name a few. Paramount Pictures also has a rich history of filming in New York, most recently with *A Quiet Place*, which contributed over \$26 million to the local economy. In 2017, Viacom's brands spent over \$375 million in New York.

This bill, A.8155B, would create a chilling effect on our New York productions. Many stories in our library, including *The Big Short*, *Selma*, *Forest Gump*, and *13 Hours; The Secret Soldiers of Benghazi*, would have been impacted by this law, and it is likely that the stories of Trayvon Martin and Kalief Browder would not have been made at all.

We oppose A.8155B and urge you to vote NO.

Sincerely,



DeDe Lea
Executive Vice President
Global Government Relations