

Scott M. Mills

President and Chief Executive Officer

Scott M. Mills is the President and Chief Executive Officer of BET Media Group, the world's largest media company dedicated to entertaining, engaging, and empowering the Black community and championing Black culture.

Mills is credited with architecting the transformation of BET from a traditional cable business into the thriving media ecosystem of leading interconnected platforms across cable TV, streaming, digital, studios, live events and international that BET is today. These platforms include:

- * BET Linear, the #1 cable network for Black audiences;
- * BET +, the #1 premium subscription streaming service for black audiences;
- * BET Studios, an innovative studio venture providing equity ownership to Black content creators;
- * BET Digital, BET's interactive arm;
- * BET Her, the first network designed exclusively for Black women;
- * BET International, which operates BET around the globe;
- * BET LIVE, BET's events and experience branch; and
- * VH1, a leader in multi-cultural programming and the second-largest U.S. cable network for Black audiences

Mills is responsible for bringing A-list content creators into the fold, setting new precedents for BET and, by extension, Paramount as the largest commissioner of Black premium content through groundbreaking partnerships with Tyler Perry, Kenya Barris, Lee Daniels, Taraji P. Henson, Gabrielle Union, and many others.

Philanthropy has always been central to BET's mission over its 40+ year legacy, and Mills' demonstrated commitment to social impact has inspired company- and industry-wide change. One such example is Content for Change, a multi-pronged initiative launched by Mills that seeks to harness the power of content to counteract racism, bias, stereotypes, and all forms of hate, that was recently adopted and applied across the entire Paramount organization.

Whether investing in Black communities, discovering and fostering Black creatives, or rallying Black leaders across business, media, and entertainment to raise nearly \$20M in COVID-19 relief to support Black communities hardest hit by the virus, under Mills' leadership BET remains steadfast in its commitment to support the Black community.

Previously, Mills was tapped by Viacom leadership to serve as Executive Vice President and Chief Administrative Officer responsible for Human Resources, Media

Technology Services, Real Estate, Programming Acquisitions, Facilities, and Security.