

YouTube TV subscribers getting access to Viacom channels including VH1, BET, MTV and others

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Popular cable brands such as Comedy Central, BET, VH1 and CMT are all headed for YouTube TV this summer in a deal made possible by the Viacom and CBS merger that happened last year.

The new company ViacomCBS announced on Thursday that it secured an expanded distribution deal with Google to bring more news channels, entertainment and sports networks to YouTube TV subscribers.

The deal includes CBS channels that were already a part of the YouTube TV family including CBS broadcast stations, CBS Sports Network, Pop TV, Smithsonian Channel, and The CW. However it's adding access to 14 ViacomCBS channels to the live TV and on-demand membership.

"We are thrilled to have reached an expanded agreement with YouTube TV that recognizes the full power of our newly combined portfolio as ViacomCBS," Ray Hopkins, president of US networks distribution at ViacomCBS, said in a press release.

MTV, Nickelodeon, Paramount Network and TV Land are among the channels launching on YouTube TV in the coming months. BET Her, MTV2, Nick Jr., NickToons, TeenNick and MTV Classic will be available on the platform at a later date, ViacomCBS said.

The move fattens the number of viewing options for cord-cutters and gives those paying for cable TV yet another reason to cancel and sign up for streaming services.

Cord-cutters can get access to broadcast and cable networks for a lower monthly price and access the programming on TV screens, smartphones, tablets and more. The networks available digitally are plenty, though there are fewer than regular cable.

YouTube TV works with various streaming devices like Roku, Apple, and Chromecast as well as many smart TVs from Samsung, LG, Vizio and Sony.

It also works on video game consoles and Fire TV streaming sticks.

A YouTube TV membership costs \$49.99 per month with up to 6 accounts and access to more than 70 channels. By comparison, Hulu with Live TV costs \$55 per month, AT&T charges \$65 for its Now digital TV service and Sling TV costs \$30.

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