

Viacom to Launch Comedy Central in Russia

By [The Moscow Times](#)

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American television channel Comedy Central is set to make its debut in the Russian market in April, Kommersant reported Tuesday.

The U.S. channel already broadcasts in many European markets, including Germany, Spain and Hungary. Earlier this year the channel's owner Viacom announced its intention to launch the channel in Asian and Latin American markets.

In its home market, the channel has become known for its flagship programs The Daily Show and The Colbert Report, hosted by comedians Jon Stewart and Stephen Colbert respectively, who have become influential liberal voices in the American media.

Representatives from the channel have already met with market players in Russia but do not yet have a broadcasting license, Kommersant reported.

Analysts told the newspaper that Comedy Central may purchase an already existing Russian channel in order to enter the market and named humor network 2x2 as a possible acquisition target.

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