



## **GRANADA TV EXPANDS DISTRIBUTION INTO TAIWAN AND THAILAND – HOUSEHOLD REACH TOPS 3,500,000**

**Cannes, Tuesday 13 April 2010 - ITV STUDIOS Global Entertainment** announced today at **MIPTV 2010** that **Granada TV**, one of Asia's most widely distributed English language entertainment channels, has expanded its distribution to include Taiwan and Thailand.

In Thailand Granada TV is now available nationally to cable TV systems as part of the recently launched HITS (head-end-in-the-sky) platform operated by the consortium "Thai Cable Holdings". In Taiwan Granada TV will become part of the TITV Golden package on the IPTV platform operated by Chung Hwa Telecom. The agreements were brokered by Gregg Creevey from Multichannels Asia.

Together these two deals increase Granada TV's current household distribution to over 3,500,000, across Asia and the Middle East. Granada TV is already on air on many systems including Starhub Cable TV (Singapore), Singtel's "Mio TV" (Singapore), and Astro (Malaysia).

**James Ross, Regional Director, ITV STUDIOS Global Entertainment (Hong Kong)** said; "It's gratifying to see how Granada TV and its mix of drama, reality and entertainment programming has been so enthusiastically embraced by these two new territories. With the planting of the Granada TV flag in Taiwan and Thailand, we are now one of the fastest growing channels Asia"

**Khun Vilasinee Chivanond, Managing Director, Cable Thai Holding** said; "We are delighted that ITV Studios Global Entertainment have decided to partner with Cable Thai Holdings to introduce Granada TV to the provincial Thai cable market. Having access to such world class contemporary entertainment content will be greatly appreciated by our members and their subscribers".

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For further information contact:

David Reiss  
PR Manager  
ITV STUDIOS  
Telephone: +44 (0) 207 157 6186  
Email: David.Reiss@ITV.com

Debbie Lawrence  
PR Agency  
The Lippin Company Ltd  
Telephone: +44 203 008 5406  
Email: dlawrence@lippingroup.com