



ASIA'S FASTEST GROWING ENTERTAINMENT CHANNEL GRANADA TV TO LAUNCH IN HONG KONG

Hong Kong, 7 September, 2010, ITV STUDIOS Global Entertainment today announced Asia's newest general entertainment channel Granada TV has added Hong Kong to the growing list of territories where the channel is available.

From **today**, Granada TV will be available on PCCW's now TV, Hong Kong's largest pay TV provider, on channel 517.

Granada TV offers a line up of contemporary dramas, comedy, cutting-edge reality and the best in talk and entertainment shows. The channel is part of ITV STUDIOS Global Entertainment and draws on the vast resources of the ITV STUDIOS programming portfolio. ITV is the UK's most successful commercial broadcaster and one of the world's largest television producers. Programmes available to now TV viewers include *Dancing On Ice*, *I'm A Celebrity...Get Me Out Of Here!*, *Ant & Dec's Saturday Night Takeaway*, *Piers Morgan's Life Stories*, *Four Weddings*, *Popstar To Operastar* and *Lewis*.

Janice Lee, PCCW's Executive Vice President of TV & New Media, said, "now TV strives to deliver the most diversified and entertaining programming in Hong Kong. The addition of Granada TV aligns with our strategy to continuously offer more choices in quality content to viewers and to escalate the level of enjoyment. Granada TV's unique and extensive programming portfolio will be greatly enjoyed by our viewers, especially those who appreciate high-quality British programming."

James Ross, Regional Director - Asia, ITV STUDIOS Global Entertainment, added, "This latest launch cements Granada TV's reputation as the fastest growing entertainment channel in Asia. Hong Kong has always been a priority market for Granada TV and we are especially delighted that now TV will be the first pay TV platform in the territory to offer our contemporary programming which includes many of the most commercially successful entertainment, reality and drama shows on TV today."

Granada TV will be available on now TV for HK\$40* per month. For further subscription details, please contact now TV on +852 2888 0008 or visit www.now-tv.com.

** Terms and conditions apply.*

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For further information contact:

Tracey Jaques
ITV STUDIOS
Telephone: +44 (0) 207 157 67243
Email: tracey.jaques@itv.com

James Ross, Regional Director
ITV STUDIOS Global Entertainment
Telephone: +852 2511 9701
Email: james.ross@itv.com

About Granada TV

Granada TV is a new contemporary general entertainment channel from ITV Studios. With programming drawn from the extensive ITV library, Granada TV offers viewers hit contemporary dramas such as the award-winning *Prime Suspect*, cool comedy, cutting-edge reality and the best in star-studded talk and entertainment shows such as *Dancing On Ice*, *I'm A Celebrity...Get Me Out Of Here!*, *Ant & Dec's Saturday Night Takeaway*, *Hell's Kitchen* and *Piers Morgan's Life Stories*. Many of the programmes have never been seen before in Asia.



About ITV STUDIOS Global Entertainment

ITV STUDIOS Global Entertainment is one of the world's leading international TV distribution, home-entertainment, merchandising and licensing businesses. Part of ITV plc, which also operates the UK's largest commercial broadcaster, ITV STUDIOS Global Entertainment proudly represents a world-class portfolio from ITV Studios, Granada and over 200 leading independent producers. Showcasing more than 35,000 hours of critically celebrated and hugely-popular original and formatted programming, including all new *Hell's Kitchen*, *Come Dine with Me*, *Dancing on Ice*, *I'm a Celebrity... Get Me Out of Here!*, *Coronation Street*, *Agatha Christie's Marple* and *Poirot*, *Morse*, *Prime Suspect* and *The Prisoner*.