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## **MOTORVISION APPOINTS MULTI CHANNELS ASIA AS DISTRIBUTOR OF MOTORVISION TV IN ASIA**

*Munich / Singapore February 1st, 2012*

Multi Channels Asia (MCA) and Motorvision today announced that MCA has secured the exclusive distribution rights to MOTORVISION TV – a High Definition European pay TV channel dedicated to the passion and fascination of automobiles.

Under the terms of the multi year agreement, MCA will be responsible for launching, distributing and marketing MOTORVISION TV across Asia, in such territories as Indonesia, Singapore, Malaysia, Thailand, Hong Kong, Korea, Taiwan, Philippines, and Vietnam.

Gregg Creevey, Managing Director – MCA said, "Since creating MCA in 2007 our goal has been to build a complementary package of thematic channels that each target carefully selected demographics and genres. MOTORVISION TV is the perfect expression of that. Asia is also one of the most resilient regions for car sales and home to some of the fastest growing markets for luxury car brands. Surprisingly, there is no channel like MOTORVISION TV in the market today that reflects this reality while giving life to one of the most passionate consumer purchases and lifestyle pursuits."

MOTORVISION TV covers the entire spectrum of topics related to the auto and mobility with brilliant visual storytelling, in-depth documentary features, reportages, portraits and magazine shows as well as light-hearted lifestyle formats. Viewers fascinated by automobile technology will also be well served along with fans of motor sport.

MOTORVISION TV is based in Germany, the motherland of car manufacturing. For decades Motorvision's production department has established strong and fertile relationships with the car industry and built up a huge archive of automotive themed films, which is daily extended by fresh HD productions.

Jochen Kröhne - CEO of MOTORVISION TV said, "After two and a half years since our launch on Sky Germany, we have instigated an international roll-out plan for MOTORVISION TV. At the end 2011 we debuted MOTORVISION TV on Orbit Showtime Networks (OSN) in the Middle East and North Africa and we are now ready for the next rollout in Asia. MCA's track record, reach and passion for independent thematic channels makes us confident that they are the right choice to help us spearhead this major strategic effort."

In Asia MOTORVISION TV will be available in High Definition via Asia Broadcast Satellite (ABS-1).

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**About Motorvision Group:**

Motorvision Group is one of the leading producers of automotive television programming in Europe. It owns a unique library of more than 20,000 hours of content devoted to the car, bike and mobility sectors. Motorvision Group has grown and expanded to become an integrated media company: television production – footage archive and program library – broadcast television channel – online distribution and international program and channel licensing. The basic strategy of the group is the development of automotive content, which can be exploited by multiple different distribution channels: television, online and international program sales.

Motorvision Group consists of five different companies: German Car TV Programm GmbH (runs MOTORVISION TV), MV Media GmbH (runs [www.motorvision.de](http://www.motorvision.de) and [www.motorvision.com](http://www.motorvision.com)), Industry Media GmbH (TV and film production department), MV International GmbH (international program sales), Motorvision Asia Ltd. (Asian office). Further information on the corporate website [www.motorvision-group.com](http://www.motorvision-group.com).

**About Multi Channels Asia:**

MCA is Asia's leading distributor of independent pay TV channels. Based in Singapore and with offices in Beijing, Los Angeles and Seoul, MCA owns and distributes Havoc 247 and Outdoor Channel (Asia) as well as representing Bloomberg Television, ITV Granada, KidsCo and NDTV Networks among others.

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