



**TRUEVISIONS LAUNCH OUTDOOR CHANNEL AND MOTORVISION TV**  
***Thailand's leading pay-tv platform expands HD and sports offerings***  
***with Outdoor Channel and Motorvision TV***

**SINGAPORE, 19<sup>th</sup> April 2013** – Multi Channels Asia (MCA) announced today that Outdoor Channel (Asia) - the World Leader In Outdoor Entertainment and Motorvision TV have launched on the TrueVisions DTH platform in Thailand.

Both channels will be available via TrueVisions' Platinum HD package and join some 21 other sports channels, underscoring TrueVisions' leadership position in the Thailand pay-TV market.

Gregg Creevey, Managing Director - MCA said, "This is a major milestone in the development of both Outdoor Channel and Motorvision HD. TrueVisions is one of the leading pay-TV players in the region and joining their select family of channels is a strong endorsement of these two unique and unduplicated channel propositions."

***About Outdoor Channel:***

Launched in 1994, Outdoor Channel is the World Leader In Outdoor Entertainment. The channel features traditional and contemporary outdoor sports such as fishing, off-road, water sports, safari and more. Whether out on the ocean or on top of a mountain, Outdoor Channel covers a broad range of outdoor activities that thrill, inspire and entertain. Outdoor Channel is available in more than 60 million households worldwide. In Asia, Outdoor Channel is owned and operated (under license) by Multi Channels Asia and is available in 14 countries and more than 5 million households.

***About Motorvision:***

Motorvision TV is part of the Motorvision Group, one of Europe's leading creators of automotive-themed television programming. The company can call upon an archive comprising over 20,000 hours of digital content covering a wide variety of aspects of the world of automobility and the archive is constantly growing. The media group is active in television production, television broadcast (German and English), periodical publishing, online platform operation, program archiving as well as program and channel distribution.

***Media Contacts:***

**Multi Channels Asia**

Gregg Creevey

T: +65 9186 7216

E: [gregg@multichannelsasia.com](mailto:gregg@multichannelsasia.com)