



## **3D THE CHANNEL AIMS TO REDEFINE TV WITH MCA**

### ***3D The Channel Aims To Tap Asia's Strong Sales Of 3D TV Sets***

**SINGAPORE, 24th May 2013** - Multi Channels Asia (MCA), Asia-Pacific's leading distributor of independent pay television channels, today announced that they have signed an agreement with 3D The Channel – a subsidiary of Hollywood Cinema TV (HCTV) GmbH, one of the world's leading producers of 3D programming.

MCA will exclusively manage channel distribution and program syndication responsibilities for 3D The Channel across Asia-Pacific and seek to tap the growing demand for 3D programming evident by robust sales of televisions with 3D capabilities. According to several industry reports, every third television set sold this year will be 3D capable and by 2014 when every new television set sold is expected to be 3D capable.

Gregg Creevey, Managing Director - MCA said, "On the back of strong demand for 3D enabled TV sets will inevitably flow a demand for more compelling and accessible 3D content. Our partnership with HCTV sits perfectly with our strategy to help Pay TV operators differentiate, while creating innovative new services to improve Average Revenues Per User (APRU).

Marco Deutsch, Founder and CEO of 3D The Channel said, "3D televisions are selling faster in Asia than any other part of the world. Coupled with the number Korean and Japanese electronic manufacturers, targeting the region, makes Asia-Pacific a crucial market for us. We believe that joining forces with Multi Channels Asia and their deep relationships with TV platforms will allow us to realize the fast-growing demand for 3D programming."

#### ***About 3D The Channel:***

3D The Channel is a company of the Hollywood Cinema.tv GmbH from Munich/Germany. In addition to being the largest producer of native 3D programming in Germany, Hollywood Cinema.tv GmbH owns Germany's largest independent travel documentary library and represents Fashion TV for the German and Swiss markets. 3D The Channel is currently included on the Deutsche Telekom IPTV platform.



***About Multi Channels Asia:***

Multi Channels Asia (MCA) is a Singapore-based media company, which owns, represents and distributes a number of thematic Pay TV networks serving Asia and the Pacific. Founded in 2007, MCA is Asia-Pacific's leading distributor of independent pay-tv channels. MCA operates Outdoor Channel and Havoc 247 (both under license) and distributes Bloomberg Television, France 24, ITV Choice, KidsCo, Motorvision, Ginx TV, 3D The Channel and NDTV.

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