



**MULTI CHANNELS ASIA ANNOUNCES LAUNCH
OF MULTI CHANNELS VIETNAM
*MCA Ties Up With Thaole Entertainment
To Create New Channel Gateway Into Vietnam***

SINGAPORE, 15th APRIL 2014 - Multi Channels Asia (MCA), Asia-Pacific's leading distributor of independent pay television channels, today announced that Thaole Entertainment – a leading television content provider in Vietnam – will establish Multi Channels Vietnam

The new venture aims to make MCV a leading player in Vietnam's burgeoning Pay TV sector. Industry projections call for the Vietnam Pay TV market to grow from 4.8 million subscribing households in 2013 to 7.7 million households by 2018.

Gregg Creevey, Managing Director - MCA said, "Vietnam has gone from a lightly regulated market to one that is much more complex than it was a few years ago. However that has not stopped the demand for quality Pay TV content, or quelled the interest of international channels wanting to enter the market. Through MCV we see great opportunities for channels that want to be part of a bigger package conversation that is tied to the successful Multi Channels Asia pan regional track record."

Linh Hong Phan, Director of Thaole Entertainment said, "With a combination of a young demographic, expanding middle class and rapidly growing Pay TV sector, there are not many markets in Asia that offer the same opportunities as Vietnam. We see a growing need for cost effective and transparent channel distribution solutions in Vietnam, and we aim achieve this by combining Thaole Entertainment's deep and intimate local market knowledge with MCA's extensive pan regional experience and channel relationships."

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About Thaole Entertainment:

Thaole Entertainment is based in Ho Chi Minh City and has positioned itself as one of the leading content providers to the Vietnamese broadcast industry. The company has an established reputation within the television industry and is known for its integrity and professional service.

Thaole Entertainment has strong relationships with key content producers such as: 20th Century Fox, Warner Brothers, NBC Universal International Television, Sony Pictures Television International, Lionsgate, Sesame Workshop, Beyond, CCTV, Mediaset and Rai Trade.



The Thaole Entertainment team has collectively more than 20 years of experience in the broadcast industry by broadcast consultancy services, programming strategy and development, logistics and programming PR strategies.

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 channels, and operates three business divisions, TV channel investment and development, TV channel distribution and project based consultancies. MCA operates Outdoor Channel and Havoc 247 (both under license) and distributes Bloomberg Television, ITV Choice, Motorvision, Ginx , 3D The Channel and NDTV.

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