



**STINGRAY DIGITAL SELECTS MULTI CHANNELS ASIA  
TO ACCELERATE EXPANSION IN ASIA PACIFIC**  
*Aims To Become Leading Multi-Platform Music Provider in Asia*

**SINGAPORE, June 17<sup>th</sup> 2014** - Multi Channels Asia (MCA), Asia-Pacific's leading distributor of independent pay television channels, announced today that it has been appointed by Stingray Digital to accelerate expansion across Asia Pacific and lead the next stage of Stingray's growth in the region.

The partnership between MCA and Stingray Digital –the leading multi-platform music service provider in the world, with more than 100 million subscribers in 113 countries – aims to extend Stingray's footprint more effectively across Asia-Pacific – which remains a largely untapped market for integrated subscription music services.

Gregg Creevey, Managing Director, MCA said, "In today's digital age, we are at a time of unprecedented music fragmentation, yet the consumption of music has never been stronger. Stingray's full suite of music services is carefully curated, commercial-free and offers consumers amazing convenience and unlimited choices. We will be working closely with our pay TV platform partners to offer Stingray Digital's comprehensive multi-platform music services to their customers."

"It is a major strategic objective of Stingray's to increase the penetration of our multi-platform music services in the important Asia Pacific market," stated Eric Boyko, President and CEO of Stingray Digital. "Multi Channels Asia are well positioned to lead this initiative and to help us achieve our expansion goals," he added.

Stingray Digital's music services include the 100+ commercial-free audio music channels in all musical genres including local market channels in every territory, Galaxie Music Videos on Demand, The KARAOKE Channel on every platform as well as Concert TV.

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***About Stingray Digital Group:***

Stingray Digital is the leading multi-platform music service provider in the world, with more than 100 million subscribers in 113 countries around the world. Geared towards individuals and businesses alike, the company's commercial entities include leading digital music and video services Galaxie, Music Choice International, Concert TV and The KARAOKE Channel. The company also offers various business solutions, including sensory marketing solutions via its Stingray360 division and music licensing services through Stingray Music.

Majority-owned by Telesystem, Novacap and Boyko Investment Corporation, Stingray Digital is headquartered in Montreal and has over 200 employees in offices across Canada, as well as additional offices in Los Angeles, Miami, London and Tel Aviv.

The company stood out in 2013 by ranking 15th on Deloitte's Technology Fast 50<sup>MC</sup> list, and figuring amongst PROFIT magazine's fastest growing Canadian companies. For more information, please visit [www.stingraydigital.com](http://www.stingraydigital.com).

***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 Networks.

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