



OUTDOOR CHANNEL MARKS VIETNAM LAUNCH WITH MAJOR DISTRIBUTION DEALS

HO CHI MINH / HANOI, June 26th 2014 - Multi Channels Vietnam (MCV), today announced that Outdoor Channel – The World Leader in Outdoor Entertainment – has secured several major carriage agreements with Vietnam Post and Telecommunication Group’s MyTV, Viettel and FPT Telecom.

MCV has successfully achieved carriage of Outdoor Channel in what has become an intensely competitive market for international channels following the imposition of major regulatory reform in late 2013. Collectively these new carriage deals represent over one million additional households that can receive Outdoor Channel’s popular combination of fishing, off-road, action sports, adventure and outdoor reality entertainment shows.

The launch of Outdoor Channel in Vietnam marks the network’s expansion to 15th market in Asia and with MCV expecting a number of further carriage deals in the horizon, Outdoor Channel is set to continue on its impressive growth trend as most successful new channel launch in the Asia Pacific region.

Linh Hong Phan, Managing Director, MCV said, “Vietnam has one of the most dynamic and fastest growing pay-TV industries in Asia. With so many international channels chasing distribution here, the quick succession of operator launch of Outdoor Channel is an impressive achievement and testament to the underlying content proposition that Outdoor Channel represents, and MCV’s distribution and operational capabilities.”

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, action sports, adventure 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 40 million households worldwide. In Asia, Outdoor Channel is owned and operated (under license) by Multi Channels Asia and is available in 15 countries and more than 5 million households.



About Multi Channels Vietnam:

Multi Channels Vietnam (MCV) is a joint venture between Singapore-based Multi Channels Asia and Thaole Entertainment of Vietnam. Established in early 2014, MCV is the exclusive distributor of Motorvision and Outdoor Channel in Vietnam, and was established to with the goal of providing cost effective and transparent channel distribution solutions to the rapidly growing Vietnamese pay-TV sector.

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