



OUTDOOR CHANNEL EXPANDS ACROSS ASIA, BEGINNING WITH SINGAPORE, VIA BRAND NEW MEDIA'S MULTI-CHANNEL NETWORK
Multi Channels Asia adopts a 'digital-first' strategy against the backdrop of rapidly changing media consumption habits

SINGAPORE, 23rd March 2015 – Multi Channels Asia (MCA), Asia-Pacific's largest independent channel provider, and Brand New Media (BNM) have announced a strategic partnership that will bring Outdoor Channel (Asia) to BNM's newly launched Multi-Channel Internet TV Network (MCN) across selected Asia-Pacific territories. The territory-by-territory roll-out will commence with the immediate launch in Singapore (<http://www.outdoorchannelasia.sg>), followed quickly by a number of other markets.

The move will see Outdoor Channel's leading outdoor sports content become part of BNM's recently launched 4ME network of lifestyle channels. MCA will work closely with BNM – a global content company that owns, creates and operates digital channels for the world's leading brands and broadcasters – to offer select Outdoor Channel programming, as well as develop original and branded content aimed at the fast-growing outdoor lifestyle entertainment category.

Gregg Creevey, Managing Director, Multi Channels Asia said, "With the proliferation of mobile devices, advanced infrastructure, changing media consumption habits and the convergence of social and digital media, the launch of Outdoor Channel's dedicated MCN with Brand New Media in Singapore is part of our digital-first strategy for the region. The specific in-market MCNs will allow us to accelerate Outdoor Channel's market penetration, and to better reach and engage with the underserved and passionate communities of people who embrace the outdoor lifestyle and its myriad of pursuits."

Kevin Sim, Director, Network Distribution and Marketing, Multi Channels Asia said, "Singapore, which has the highest consumption of digital videos per capita across the Southeast Asia, was the logical market for the first Outdoor Channel MCN. Access to Outdoor Channel online and through multiple devices has become a crucial part of our growth strategy, which is typified by our 2015 #WhatsYourStory programming and marketing strategy. In the longer term, this vertical approach will allow us to work more closely with brands to create richer and more relevant localized content across multiple platforms."

Damien Bray, Global Director, Brand New Media said, "Indicators for digital video consumption globally and in Asia are growing at an incredible rate, and brands have transitioned their spend increasingly to online and mobile video, which is a trend that is expected to continue over the next few years. We've earmarked a handful of lifestyle content genres that will be able to command a loyal community, and Outdoor Channel ticks all the necessary boxes, and its compelling content and positioning will allow us to build deep audience engagement and interaction."

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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, Stingray Digital Media Group channels, and NDTV Networks.

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 40 million households worldwide. In Asia, Outdoor Channel is owned and operated (under license) by Multi Channels Asia and is available in 16 countries and more than 5 million households.

About Brand New Media:

Brand New Media is a global digital media company with offices and dedicated studios operating across Australia, Asia, North America and Europe.

At Brand New Media, we own, create and operate digital channels for the world's leading brands and broadcasters. Brand New Media's channelPLAY platform delivers content and channels to all devices, anywhere and anytime. Our integrated marketing solutions drive content consumption and revenues from both traditional and new data-driven advertising models.

Brand New Media owns and operates Brand New Studios, a leader in format development and production services for brands and international broadcasters.

Brand New Media takes a brand new approach to content and distribution...because at BNM we think. create. connect. www.brandnewmedia.com.au.

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