



**OUTDOOR CHANNEL AND ESPN EXPAND PROGRAMMING
COLLABORATION IN ASIA**
Move Follows Earlier Deal to Air IndyCar Series and X Games

SINGAPORE, 21st January 2015 - Outdoor Channel (Asia), The World Leader In Outdoor Entertainment, has announced that they have further expanded their programming collaboration with ESPN in Asia. Under the deal, Outdoor Channel will broadcast a number of key franchises from ESPN's catalogue across Asia-Pacific, including ESPN hit series *Search4Hurt*, recently launched series *World of X Games*, ESPN's annual winter sports flagship event *Winter X Games*, and the critically-acclaimed *Kenny Mayne's Wider World of Sports*.

The move follows ESPN and Outdoor Channel joining forces earlier in 2014 to air the IndyCar series and X Games series in Asia. Through the deal, Outdoor Channel will also promote ESPN's fast growing digital services, including the recently revitalized ESPNFC franchise, across the region.

Gregg Creevey, Managing Director, Multi Channels Asia said, "Our initial programming partnership with ESPN has garnered a lot of positive feedback and we see this expanded cooperation as a way of deepening that relationship. We are committed to continuing the promotion of IndyCar and X Games as well as building a greater following in these new franchises and working closely with ESPN to better serve passionate sports fans across the region."

Mike Morrison, Vice President and General Manager, ESPN Asia/Pacific, "*Search4Hurt*, *World of X Games*, *Winter X Games*, and *Kenny Mayne's Wider World of Sports* represent some of the best-loved outdoor adventure programmes in ESPN's catalogue, and we are really excited to be able to work with Outdoor Channel Asia to bring these popular programmes to more fans across the Asia-Pacific region."

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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 15 countries and more than 5 million households.

Espn In Asia / Pacific Rim:

In the Asia/Pacific Rim region, ESPN operates a diverse business that includes a broad portfolio of leading online and mobile brands and services, a leading television and digital media business in Australia, New Zealand and the Pacific Islands, and partial ownership of J Sports in Japan, with whom it also syndicates content.

In Australia and New Zealand, ESPN offers a multi-channel, multi-media lineup including ESPN, ESPN HD, ESPN2, ESPN2 HD and ESPN3.com. The channels deliver fans a diverse portfolio of major global sporting events and properties, as well as locally-relevant content on the FOXTEL and SKY New Zealand platforms. In the digital space, ESPN's portfolio of brands make it the leading digital sports news and information publisher in Australia, and ESPN's 24 hour broadband sports network - ESPN3.com - delivers even more live streaming sports to fans who get ESPN on TV.

In India, ESPN is a market-leading digital sports and technology company, aiming to serve fans with great digital sports content and products across the rapidly expanding number and variety of devices that the modern sports fan uses daily. ESPN's brands are led by ESPNcrinfo, the world's leading cricket website, and the market's #1 sports site in audience size and time spent (consistently ranking among the top overall digital properties – across all categories - in India).

Throughout Southeast Asia, ESPN is a fast-growing leader in digital media, with ESPNFC.com, ESPN.com and ESPNcrinfo.com leading the way in its portfolio of brands. Fans in the region log tens of millions of visits and hundreds of millions of minutes via computers and mobile devices each month, with mobile traffic and online video views growing by double digit percentages year-on-year.

Since its launch in March 1990 (as *Japanese Sports Channel*), ESPN has been a minority stakeholder (along with several Japanese companies) in *J Sports*. In addition to J Sport, ESPN also offers Japanese fans localized mobile and digital versions of ESPNF1 and works closely with the Walt Disney Company in Japan to examine and develop new opportunities and products.



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