



BLUE ANT MEDIA AND MULTI CHANNELS ASIA TARGET ACCELERATED GROWTH THROUGH NEWLY-FORMED ALLIANCE

Canadian media group to launch factual channels Love Nature, Baby Wildlife and Vistas

SINGAPORE / TORONTO, September 2nd, 2015 – Multi Channels Asia (MCA), Asia-Pacific's largest independent channel distributor and Canadian integrated media group, Blue Ant Media (BAM) are bringing three new factual channels to Asia and the Pacific.

MCA will oversee the launch of a suite of factual channels – Love Nature (Asia), as well as two companion channels, Love Nature: Baby Wildlife and Love Nature: Vistas – later in 2015 across the Asia-Pacific region.

Love Nature is a factual genre leader in Canada with a production slate of over 300 hours of original, 4K Ultra High Definition (UHD) natural history programming per year. Baby Wildlife and Vistas offer 24/7 uncut and unscripted wildlife and nature scenes in High Definition (HD) or 4K UHD set to music for the ultimate, lean-back slow television experience.

Gregg Creevey, Managing Director, Multi Channels Asia said “With its extensive experience operating both traditional Pay TV alongside multi-platform, digital media assets, Blue Ant Media is an ideal partner for MCA to continue developing and monetizing unique content offerings. It also reinforces and reinvigorates our belief in the value of tightly defined thematic linear channel propositions at a time when more generic content offerings are increasingly under threat from spiraling content piracy, SVOD erosion and accelerating audience fragmentation.”

Raja Khanna, CEO, Television & Digital, Blue Ant Media, said “MCA is the perfect partner to help introduce Love Nature's suite of channels to the Asian market. We look forward to connecting with nature fans through our high quality, exclusive programming that brings the beauty and wonder of our planet into their homes.”

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, NDTV Networks and Blue Ant Media channels among others.



Blue Ant Media is a privately held media company that owns and operates 10 media brands including Cottage Life, T+E, Love Nature, Smithsonian Channel Canada and AUX. Blue Ant Media creates and distributes content ranging from music to outdoor living, DIY to nature, engaging fans across television, digital, magazines and live events. Blue Ant Media is based in Toronto and produces experiential events and specialized consumer shows and has investments in Omnia Media, a Los Angeles-based YouTube network and Choice TV, a New Zealand broadcast network. blueantmedia.ca

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