



MULTI CHANNELS ASIA BRINGS THE QYOU TO ASIA PACIFIC

DUBLIN/SINGAPORE, 18 July 2016 - Multi Channels Asia (MCA), Asia-Pacific's largest independent channel distributor, today announces a partnership deal with The QYOU, the world's leading curator of internet video for the TV Everywhere market, to bring The QYOU's TV formats to Asia and the Pacific for the first time.

Gregg Creevey, Managing Director, Multi Channels Asia said, "The QYOU curates the world's most fascinating and captivating short form videos into a multiscreen entertainment suite for the global subscription TV industry. Globally, Millennials are increasingly disengaged from pay TV and The QYOU is without a doubt, a perfect partner to bridge the gap between Millennials and traditional linear pay TV in Asia. Together with our recent announcement to launch Viceland in early 2017 and our existing channel Havoc Television, operators in Asia now have a powerful 3 channel combination that will reconnect Millennials to subscription TV".

By expanding into Asia Pacific, The QYOU continues its rapid growth across more than 35 countries in Europe, the Middle East and Africa.

Bob Reid, VP of Business Development and Sales at The QYOU said: "Moving into the Asia Pacific market is a great step forward for us, but also a natural one. Consumer viewing habits here are extremely advanced and there is a strong appetite for internet content, and all the imaginative and diverse video it encompasses. By teaming up with MCA we can show people that they don't have to venture online to get their entertainment fix – they can now find it at their fingertips on linear and VOD, without having to waste time searching for the most relevant, captivating content - because we've already done that for them."

###

About Multi Channels Asia:

Multi Channels Asia (MCA) is Asia-Pacific's leading distributor of independent pay TV channels. MCA owns and operates Outdoor Channel (Asia) and distributes Asia Travel Channel, Bloomberg Television, Havoc TV, Love Nature, Motorvision, Stingray Concert, Stingray Music, Stingray Karaoke and VICELAND.

About The QYou:

The QYOU is the world's first entertainment company focused on the curation and programming of short-form video content for the TV Everywhere age. Its Programming-as-a-Service approach delivers linear and on-demand TV channels, playlist-driven mobile apps, custom shows, and influencer marketing to Pay-TV operators and subscription video service providers worldwide. Sourcing and licensing content from a deep roster of creative talent, brands, MCNs, and platforms, The QYOU is bringing the best of video culture to a television service near you.

Media Contacts

Multi Channels Asia

Gregg Creevey

T: +65 9186 7216

E: gregg@multichannelsasia.com

The QYOU

Natasha Roberton

T: +1 353 87 792 7166

E: tash@qyoutv.com