

# VICELAND

## **OUTDOOR CHANNEL TURNS VICELAND ON FRIDAY NIGHTS**

*Viewers in Malaysia, Thailand, Philippines and Vietnam set to be the first to enjoy exclusive VICELAND programming*

**SINGAPORE, 25<sup>th</sup> August 2016** – Outdoor Channel (Asia), The World Leader In Outdoor Entertainment, today announced the exclusive launch of VICELAND Friday Nights on Outdoor Channel, for its viewers in 17 countries and almost 7 million households across Asia.

VICELAND, the critically-acclaimed 24-hour lifestyle and cultural TV channel produced by the global youth media company VICE, will launch early 2017 across Southeast Asia in partnership with Multi Channels Asia. As a prelude to that launch, Outdoor Channel viewers will be the first in Asia to get a taste of VICELAND's distinctive, immersive style of original lifestyle and culture programming.

The three-hour VICELAND block will premiere in October on Fridays from 21:00 to Midnight (SG/MY/HKG). Viewers can expect a line-up of VICELAND signature shows including Huang's World, Woman, Noisy, VICE World of Sports, King of the Road, Black Market, Cyberwar and States of Undress.

The VICELAND programming block will give the youth centric audience of Outdoor Channel programming that delves into the curiosities of everything that makes up life today.

VICELAND launched in the US and Canada in February 2016, with the channel confirmed to launch in 50 new territories throughout 2016 and 2017, including the UK, France, India, the Middle East, Sub-Saharan Africa, South East Asia, Australia and New Zealand.

###

### **About VICE Media:**

VICE is the world's preeminent youth media company and content creation studio. Launched in 1994, VICE now operates in over 30 countries and distributes its programming to viewers across digital, linear, mobile, film and socials. VICE includes an international network of digital channels: a television and feature film production studio; a magazine; a record label; an in-house creative services agency; a book-publishing division; and a newly launched U.S and Canadian TV network, VICELAND.

### **About VICELAND:**

Most TV channels are just a collection of shows – VICELAND is a collection of personal points-of-view. Everything at VICELAND has a reason to exist and a strong perspective. Our mission is to examine the world we live in, and explore the things that confuse us, make us curious, make us laugh, or awaken our sense of wonder.

Already a two-time Emmy nominated network, VICELAND features series examining all things culture, including music, food, technology, sex, fashion and more. The channel is overseen by Oscar-winning writer/director Spike Jonze, a long-time VICE partner and creative director for the company, and features series hosted by VICE newcomers like Ellen Page, Ian Daniel, Michael K Williams and Hailey Gates, as well as longtime VICE hosts like Action Bronson, Thomas Morton and Eddie Huang.

***Media Contacts:***

**Outdoor Channel (Asia)**

Gregg Creevey

T: +65 9186 7216

E: [gregg@multichannelsasia.com](mailto:gregg@multichannelsasia.com)

**Viceland**

Dan Miller

E: [dan.miller@vice.com](mailto:dan.miller@vice.com)