



OUTDOOR CHANNEL ASIA PASSES NEW MILESTONES

The region's fastest growing channel starts 2017 with increased viewership and more than 8 million households

SINGAPORE, 25th January 2017 – Multi Channels Asia (MCA) today announced that Outdoor Channel (Asia) has surpassed the 8 million households mark through new carriage deals with VTVcab and MobiTV in Vietnam and Singtel in Singapore.

Additionally, Outdoor Channel celebrates its 7th year on air with outstanding performance and increasing popularity in two of its top markets – Malaysia and Taiwan. In Malaysia, Outdoor Channel ranks as the number 4 channel after local Free-To-Air channels on IPTV platform TMHypTV, with a 33% increase in viewership and 21% increase in average TV viewing time FYE 2016. On Taiwan's Chunghwa Telecom, Outdoor Channel gained an impressive 70% jump in viewership from Q1 to Q4 2016.

The most watched shows on Outdoor Channel in 2016 included Carter's W.A.R., Crocodile Hunter, Major League Fishing, Summer X Games, Trev Gowdy's Monster Fish and The Obsession of Carter Andrews.

Gregg Creevey, Managing Director of Multi Channels Asia said: "These distribution and viewership gains once again validate the strength and relevance of precisely targeted channels like Outdoor Channel. As traditional TV audiences continue to fragment and drift towards SVOD and OTT services, Outdoor Channel stands out as the way linear channels can stay relevant by being less generic and offering a tightly curated, relevant and engaging programming proposition."

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About Outdoor Channel:

Outdoor Channel is the world leader in outdoor entertainment, featuring traditional and contemporary outdoor sports such as fishing, off-road, water sports, adventure and more. 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 17 countries and more than 8 million households.

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