

PRESS RELEASE

## TONTON OFFERS OUTDOOR CHANNEL ASIA TO OVER 7 MILLION USERS

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**Singapore, 7 September 2017:** Malaysia's pioneer OTT content player, Media Prima Television Networks (MPTN)'s tonton, today announced that it will start offering its Malaysian customers the Outdoor Channel Asia beginning early October 2017.

The news was shared by Director of tonton & Licensing and Merchandising, Media Prima Television Networks, Airin Zainul during her insightful corporate presentation at the ContentAsia Summit held here on 7 and 8 September 2017.

"tonton has made great strides since its launch last year and has this year expanded its service by bringing quality Malaysian and international content to Malaysians, Bruneians, and Singaporeans through exclusive partnerships with other service providers," she said, adding that tonton targets to introduce its brand into one more regional country before 2018 comes.

"In the next quarter, we hope to be available in one more regional country. We hope to expand the brand and its content outside of Malaysia, delivering our local content to the world," she said, echoing the *Asian Stories for the World* tagline made famous by sister company Primeworks Studios Sdn Bhd, an award-winning content creation arm of Media Prima.

Over 7 million of tonton's users in Malaysia will now gain access to Outdoor Channel Asia, Asia's leading channel dedicated to outdoor lifestyles and entertainment. Outdoor Channel is available globally in more than 45 million households, including almost 10 million households in Asia.

"What this does for our advertisers and partners are limitless," said Airin on the potential growth of both the tonton streaming service and its reach and reception.

Outdoor Channel Asia is loaded with a first run and exclusive combination of action, adventure and survival and entertainment programming through the eyes of many great outdoor personalities. Key shows that tonton customers will soon be able to enjoy include like "Carter's W.A.R.", "Wardens," "Trev Gowdy's Monster Fish", "Gold Fever", "Dropped", "Alaska's Wild Gourmet", "Madfin Shark" and "The Obsession of Carter Andrews".

Gregg Creevey, Managing Director of Multi Channels Asia said: "We are ecstatic that our partnership with tonton opens up a brand new channel for Malaysians to have access to our exclusive content, especially those that have a passion and aspiration for the outdoor lifestyle."

tonton, MPTN's OTT platform, offers linear channels and over 30,000 hours of catch-up and premium video content, which includes the latest dramas up to 6 months before TV, talk shows, and movies made in Malaysia. With more than 7 million users to date, 80% of its offerings are local content. tonton continues to add over 22,000 new members weekly.

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### **About tonton**

tonton is Malaysia's 1<sup>st</sup> and largest home grown video streaming service with over 7 million users and is experiencing a growth of over 22,000 members weekly with a recent expansion into Singapore and Brunei Darussalam.

In April 2016, tonton was transformed into a hybrid video service alongside its brand new apps offering both FREE membership (Malaysia only) and the newly introduced premium service - coined tonton VIP.

Members who upgrade to tonton VIP will unleash the true power of tonton - giving VIP members unrestricted access to a library containing almost 30,000 hours of local and syndicated content (in certain territories), exclusive LIVE events in HD, video ad-free experience, download and watch later functionality, enjoy VIP perks at events and much more. Viewers who upgrade to the tonton VIP membership will also get to binge watch all exclusive content, dramas and more up to six (6) months before it premieres on TV.

With the brand new service, tonton's vision is to be the #1 localised video entertainment platform for the best and latest Malaysian dramas, exclusive LIVE events and more.

Download the tonton app from the App Store & Google Play today or visit [www.tonton.com.my](http://www.tonton.com.my).

### **About Outdoor Channel Asia**

Outdoor Channel is all about REAL.LIFE.ADVENTURE.

Dedicated to outdoor lifestyles and aspirations, Outdoor Channel is loaded with a first run and exclusive combination of action, adventure and survival programming with top personalities and entertainment.

Outdoor Channel is available globally in more than 45 million households, including almost 10 million households in Asia.

#### **tonton media contact:**

Nawar Deress  
Senior Manager, Public Relations & Events  
Email: [nawar@tonton.com.my](mailto:nawar@tonton.com.my)  
Tel: +6012-205 0105

#### **Outdoor Channel Asia media contact:**

Candy Lim  
Marketing Manager  
Email: [candy@multichannelsasia.com](mailto:candy@multichannelsasia.com)  
Tel: +65 91468984