



## **A+E NETWORKS® STRIKES STRATEGIC ALLIANCE WITH OUTDOOR CHANNEL**

**SINGAPORE, 7th November 2017** – A+E Networks® and Outdoor Channel (Asia) have announced a partnership that will see Outdoor Channel tightly integrated into the suite of A+E Networks' channel offerings.

The alliance is designed to leverage HISTORY and Outdoor Channel's extensive distribution footprints to build cross platform advertising and digital content solutions for brands that want to engage with complementary audience demographics.

The multi-year partnership includes the appointment of A+E as the exclusive agent for advertising and sponsorship sales as well as digital short form content creation. A+E will also represent the distribution sales for Outdoor Channel in selected cases. In addition, from 2018 Outdoor Channel will premiere a line-up of A+E premium content including titles such as *Ax Men*, *Duck Dynasty*, *Ax Men*, *Mountain Men* and *Swamp People*.

"A+E is at the forefront of extending linear channel TV brands into engaging digital content offerings. Since its 2010 launch, Outdoor Channel has carved out a successful niche by engaging with a loyal base of viewers looking for something fresh and relevant in the multi channel universe. This partnership will see us leverage our respective audiences by providing more scale, reach and creative content solutions for brands across South East Asia," Gregg Creevey, Managing Director of Multi Channels Asia said.

"We welcome the opportunity to work with Outdoor Channel Asia, which connects with a audience that complements the broad viewership across A+E Networks Asia's channels. In partnership, our brands will benefit from the synergy and the wide range of advertising solutions that we are already offering in the market including digital short form content," Prem Kamath, Deputy Managing Director, A+E Networks Asia said.

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### **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 (Asia) is owned and operated by Multi Channels Asia and available in 10 million households in Asia and more than 45 million households globally.

### **About A+E Networks® Asia:**

A+E Networks® Asia is owned by the award-winning, global media content company, A+E Networks, which is dedicated to offering consumers a diverse communications environment ranging from linear channels to websites, to DVDs, gaming and educational software. A+E Networks Asia is comprised of Lifetime™, HISTORY™, FYI™, H2™ and Crime & Investigation®. A+E Networks Asia operates and distributes its portfolio in Singapore, Malaysia, Brunei, Hong Kong, Fiji, Macau, Taiwan, Korea, Cambodia, Indonesia, the Philippines, Papua New Guinea, Palau, Myanmar, Laos and Thailand.

Globally, A+E Networks' channels and branded programming reach more than 330 million households in over 160 countries.

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